ClearDesk SEO Quality Analysis Report

In-depth page-level quality assessment based on Google's Search Quality Evaluator Guidelines (E-E-A-T, YMYL, Page Quality)

Report ID: **gcs_e8f3e368** Pages Analysed: **267** Generated: **18 Jun 2026 06:04 UTC**

Executive Summary

55	267	121	0	233
Avg Quality Score	Pages Analysed	Should Rank Well	Spam Detected	YMYL Pages

Score Distribution

Pages Analysed

1	http://hims.com/	68/100
2	http://hims.com/about	28/100
3	http://hims.com/about/clinical-excellence	8/100
4	http://hims.com/about/how-it-works	62/100
5	http://hims.com/about/innovation	8/100
6	http://hims.com/about/the-company	58/100
7	http://hims.com/benefits	58/100
8	http://hims.com/blog	62/100
9	http://hims.com/blog/a-complete-guide-cialis-tadalafil-side-effects	62/100
10	http://hims.com/blog/daily-cialis-costs-benefits	62/100
11	http://hims.com/blog/hair	55/100
12	http://hims.com/blog/is-cialis-over-the-counter	71/100
13	http://hims.com/blog/labs	58/100
14	http://hims.com/blog/mental-health	52/100
15	http://hims.com/blog/news	58/100
16	http://hims.com/blog/sexual-health	55/100
17	http://hims.com/blog/testosterone	55/100
18	http://hims.com/blog/weight	55/100
19	http://hims.com/c/dg/ecomm	8/100
20	http://hims.com/c/e	8/100
21	http://hims.com/c/hl	22/100
22	http://hims.com/careers-professionals	68/100
23	http://hims.com/careers-providers	63/100
24	http://hims.com/conditions	58/100
25	http://hims.com/consumer-health-data-privacy-policy	72/100
26	http://hims.com/drugs/compare	N/A
27	http://hims.com/drugs/info	58/100
28	http://hims.com/drugs/info/avanafil	52/100
29	http://hims.com/drugs/info/stendra	52/100
30	http://hims.com/editorial-standards	63/100
31	http://hims.com/erectile-dysfunction/cialis	63/100
32	http://hims.com/erectile-dysfunction/sildenafil	60/100
33	http://hims.com/erectile-dysfunction/tadalafil	63/100
34	http://hims.com/g/i/sh	N/A
35	http://hims.com/g/i/tt	N/A
36	http://hims.com/g/i/wm	N/A
37	http://hims.com/hair-loss	N/A
38	http://hims.com/hair-loss/finasteride	52/100
39	http://hims.com/hair-loss/minoxidil	60/100

40	http://hims.com/hair-loss/topical-finasteride	55/100
41	http://hims.com/important-safety/cialis-daily	58/100
42	http://hims.com/important-safety/foundayo	58/100
43	http://hims.com/important-safety/mounjaro	N/A
44	http://hims.com/important-safety/ozempic	N/A
45	http://hims.com/important-safety/wegovy	54/100
46	http://hims.com/important-safety/zepbound	N/A
47	http://hims.com/labs	63/100
48	http://hims.com/labs/action-plan	N/A
49	http://hims.com/labs/biomarkers	N/A
50	http://hims.com/labs/cancer-test	58/100
51	http://hims.com/labs/frequently-asked-questions	58/100
52	http://hims.com/labs/heart-health	70/100
53	http://hims.com/labs/how-it-works	57/100
54	http://hims.com/labs/medical-specialist	62/100
55	http://hims.com/labs/nutrients	72/100
56	http://hims.com/learn/testosterone	48/100
57	http://hims.com/lp/tt-start-testo-symp-calc	32/100
58	http://hims.com/medical-experts/craig-primack-md	N/A
59	http://hims.com/mental-health	52/100
60	http://hims.com/premature-ejaculation/sertraline-for-pe	47/100
61	http://hims.com/privacy-policy	72/100
62	http://hims.com/psychiatry/escitalopram	52/100
63	http://hims.com/psychiatry/sertraline	48/100
64	http://hims.com/quality-and-safety	55/100
65	http://hims.com/sexual-health	55/100
66	http://hims.com/telehealth-consent	66/100
67	http://hims.com/terms-and-conditions	65/100
68	http://hims.com/weight-loss	72/100
69	http://hims.com/weight-loss/faq	62/100
70	http://hims.com/weight-loss/foundayo-pill	N/A
71	http://hims.com/weight-loss/membership	52/100
72	http://hims.com/weight-loss/ozempic-pill	48/100
73	http://hims.com/weight-loss/science	32/100
74	http://hims.com/weight-loss/wegovy-pen	55/100
75	http://hims.com/weight-loss/wegovy-pill	54/100
76	http://hims.com/weight-loss/zepbound-kwikpen	N/A
77	http://hims.com/weight-loss/zepbound-vial	52/100
78	https://hims.com	68/100
79	https://hims.com/	68/100
80	https://hims.com/about	28/100

81	https://hims.com/about/clinical-excellence	8/100
82	https://hims.com/about/how-it-works	62/100
83	https://hims.com/about/innovation	8/100
84	https://hims.com/about/the-company	60/100
85	https://hims.com/benefits	58/100
86	https://hims.com/benefits/join	22/100
87	https://hims.com/blog	62/100
88	https://hims.com/blog/6-month-hair-growth	62/100
89	https://hims.com/blog/a-complete-guide-cialis-tadalafil-side-effects	58/100
90	https://hims.com/blog/a-complete-guide-viagra-sildenafil-side-effects	54/100
91	https://hims.com/blog/cialis-vs-viagra	58/100
92	https://hims.com/blog/citalopram-for-anxiety	N/A
93	https://hims.com/blog/daily-cialis-costs-benefits	58/100
94	https://hims.com/blog/does-insurance-cover-viagra	52/100
95	https://hims.com/blog/fda-approved-male-enhancement	62/100
96	https://hims.com/blog/foreplay-ideas	N/A
97	https://hims.com/blog/hair	55/100
98	https://hims.com/blog/how-does-viagra-work	54/100
99	https://hims.com/blog/how-get-erection-faster-stay-hard-longer	N/A
100	https://hims.com/blog/how-get-viagra-where-buy-need-prescription	58/100
101	https://hims.com/blog/how-long-does-viagra-and-other-ed-medication-last	58/100
102	https://hims.com/blog/how-much-viagra-cost	62/100
103	https://hims.com/blog/how-to-have-better-sex	N/A
104	https://hims.com/blog/how-to-take-viagra-for-best-results	62/100
105	https://hims.com/blog/is-cialis-over-the-counter	62/100
106	https://hims.com/blog/is-viagra-over-the-counter	52/100
107	https://hims.com/blog/labs	55/100
108	https://hims.com/blog/lidocaine-cream-vs-spray-for-premature-ejaculation	65/100
109	https://hims.com/blog/losing-erection-during-sex-reasons	62/100
110	https://hims.com/blog/mental-health	55/100
111	https://hims.com/blog/news	60/100
112	https://hims.com/blog/premature-ejaculation-pills	62/100
113	https://hims.com/blog/prozac-dosage	58/100
114	https://hims.com/blog/psychological-causes-of-ed	72/100
115	https://hims.com/blog/safest-drug-erectile-dysfunction	62/100
116	https://hims.com/blog/seeing-a-psychiatrist	58/100
117	https://hims.com/blog/sex-toys-for-ed	55/100
118	https://hims.com/blog/sexual-health	55/100
119	https://hims.com/blog/testosterone	52/100
120	https://hims.com/blog/the-low-down-on-testosterone-and-its-role-in-erectile-dysfunction	N/A
121	https://hims.com/blog/viagra-alcohol-what-you-need-know	54/100

122	https://hims.com/blog/viagra-dosage-guide-how-to-find-the-right-dosage-for-you	62/100
123	https://hims.com/blog/viagra-vs-sildenafil	58/100
124	https://hims.com/blog/weight	55/100
125	https://hims.com/blog/why-do-i-get-soft	62/100
126	https://hims.com/c/dg/ecomm	8/100
127	https://hims.com/c/e	8/100
128	https://hims.com/c/hl	25/100
129	https://hims.com/c/hl/goals	8/100
130	https://hims.com/c/mh	22/100
131	https://hims.com/careers-professionals	65/100
132	https://hims.com/careers-providers	62/100
133	https://hims.com/conditions	58/100
134	https://hims.com/conditions/anorgasmia	62/100
135	https://hims.com/conditions/erectile-dysfunction	N/A
136	https://hims.com/conditions/low-testosterone	N/A
137	https://hims.com/conditions/pelvic-floor-dysfunction	73/100
138	https://hims.com/conditions/premature-ejaculation	74/100
139	https://hims.com/conditions/retrograde-ejaculation	70/100
140	https://hims.com/consumer-health-data-privacy-policy	70/100
141	https://hims.com/drugs/compare	N/A
142	https://hims.com/drugs/info	55/100
143	https://hims.com/editorial-standards	62/100
144	https://hims.com/erectile-dysfunction	54/100
145	https://hims.com/erectile-dysfunction/chewable-ed-meds	55/100
146	https://hims.com/erectile-dysfunction/cialis	62/100
147	https://hims.com/erectile-dysfunction/hard-mint-chewable	54/100
148	https://hims.com/erectile-dysfunction/sildenafil	58/100
149	https://hims.com/erectile-dysfunction/stendra	52/100
150	https://hims.com/erectile-dysfunction/tadalafil	63/100
151	https://hims.com/erectile-dysfunction/viagra	67/100
152	https://hims.com/g/i/sh	N/A
153	https://hims.com/g/i/tt	N/A
154	https://hims.com/g/i/wm	N/A
155	https://hims.com/guides/how-to-take-sildenafil	48/100
156	https://hims.com/hair-loss	52/100
157	https://hims.com/hair-loss/finasteride	52/100
158	https://hims.com/hair-loss/finasteride-minox-chew-week	52/100
159	https://hims.com/hair-loss/finasteride-minoxidil-supplement-pill	52/100
160	https://hims.com/hair-loss/minoxidil	63/100
161	https://hims.com/hair-loss/serum	52/100
162	https://hims.com/hair-loss/topical-finasteride	52/100

163	https://hims.com/important-safety/3-in-1-pill-and-sex-chews	58/100
164	https://hims.com/important-safety/3-in-1-pill-sildenafil-tadalafil	N/A
165	https://hims.com/important-safety/bupropion-wl	55/100
166	https://hims.com/important-safety/buspirone	52/100
167	https://hims.com/important-safety/cialis-daily	58/100
168	https://hims.com/important-safety/citalopram	54/100
169	https://hims.com/important-safety/duloxetine	57/100
170	https://hims.com/important-safety/finasteride	54/100
171	https://hims.com/important-safety/finasteride-minoxidil-supplement-blend-pill	62/100
172	https://hims.com/important-safety/fluoxetine	52/100
173	https://hims.com/important-safety/foundayo	58/100
174	https://hims.com/important-safety/hair-hybrids-chewables	38/100
175	https://hims.com/important-safety/minoxidil-blend	62/100
176	https://hims.com/important-safety/mounjaro	56/100
177	https://hims.com/important-safety/ozempic	52/100
178	https://hims.com/important-safety/rx-hair-loss-serum	58/100
179	https://hims.com/important-safety/rx-hair-loss-spray	58/100
180	https://hims.com/important-safety/rxspray+ketoconazole+biotin	58/100
181	https://hims.com/important-safety/sertraline	55/100
182	https://hims.com/important-safety/sex-climax-control	52/100
183	https://hims.com/important-safety/sex-rx-heart-support	55/100
184	https://hims.com/important-safety/sex-rx-multivitamin	58/100
185	https://hims.com/important-safety/sex-rx-testosterone-support	N/A
186	https://hims.com/important-safety/sexrxhair	62/100
187	https://hims.com/important-safety/sildenafil	58/100
188	https://hims.com/important-safety/sildenafil-chews	55/100
189	https://hims.com/important-safety/tadalafil	54/100
190	https://hims.com/important-safety/tadalafil-chews	58/100
191	https://hims.com/important-safety/tadalafil-daily	55/100
192	https://hims.com/important-safety/venlafaxine	N/A
193	https://hims.com/important-safety/viagra	55/100
194	https://hims.com/important-safety/wegovy	54/100
195	https://hims.com/important-safety/zepbound	55/100
196	https://hims.com/labs	62/100
197	https://hims.com/labs/action-plan	58/100
198	https://hims.com/labs/biomarkers	56/100
199	https://hims.com/labs/blood-health	63/100
200	https://hims.com/labs/cancer-test	58/100
201	https://hims.com/labs/cancer-test/cancers	48/100
202	https://hims.com/labs/cancer-test/how-it-works	58/100
203	https://hims.com/labs/frequently-asked-questions	63/100

204	https://hims.com/labs/heart-health	63/100
205	https://hims.com/labs/hormone-health	62/100
206	https://hims.com/labs/how-it-works	58/100
207	https://hims.com/labs/immune-defense	N/A
208	https://hims.com/labs/inflammation-and-stress	62/100
209	https://hims.com/labs/kidney-health	54/100
210	https://hims.com/labs/liver-health	63/100
211	https://hims.com/labs/medical-specialist	55/100
212	https://hims.com/labs/metabolic-health	63/100
213	https://hims.com/labs/nutrients	74/100
214	https://hims.com/labs/thyroid-health	55/100
215	https://hims.com/learn/testosterone	48/100
216	https://hims.com/lp/consult-start-ed-3-in-1-pill	44/100
217	https://hims.com/lp/consult-start-sex-climax-control	N/A
218	https://hims.com/lp/consult-start-sex-rx-hair-health	N/A
219	https://hims.com/lp/consult-start-sex-rx-multivitamin	48/100
220	https://hims.com/lp/consult-start-sex-rx-testosterone	38/100
221	https://hims.com/lp/tt-start-testo-symp-calc	28/100
222	https://hims.com/medical-experts/craig-primack-md	78/100
223	https://hims.com/medical-experts/felix-gussone	74/100
224	https://hims.com/medical-experts/lynn-marie-morski-md	74/100
225	https://hims.com/medical-experts/mike-bohl	84/100
226	https://hims.com/medical-experts/peter-stahl-md	76/100
227	https://hims.com/mental-health	52/100
228	https://hims.com/news	62/100
229	https://hims.com/notice-of-privacy-practices	62/100
230	https://hims.com/premature-ejaculation	52/100
231	https://hims.com/premature-ejaculation/benzocaine-wipes	58/100
232	https://hims.com/premature-ejaculation/paroxetine-for-pe	47/100
233	https://hims.com/premature-ejaculation/sertraline-for-pe	42/100
234	https://hims.com/privacy-policy	72/100
235	https://hims.com/psychiatry	52/100
236	https://hims.com/psychiatry/bupropion	N/A
237	https://hims.com/psychiatry/buspirone	58/100
238	https://hims.com/psychiatry/citalopram	N/A
239	https://hims.com/psychiatry/duloxetine	52/100
240	https://hims.com/psychiatry/escitalopram	52/100
241	https://hims.com/psychiatry/fluoxetine	52/100
242	https://hims.com/psychiatry/sertraline	48/100
243	https://hims.com/psychiatry/venlafaxine	52/100
244	https://hims.com/quality-and-safety	52/100

245	https://hims.com/sexual-health	55/100
246	https://hims.com/sexual-health/male-vibrator	55/100
247	https://hims.com/sexual-health/penis-rings	58/100
248	https://hims.com/sexual-health/prostate-massager	58/100
249	https://hims.com/sexual-health/sex-kit	58/100
250	https://hims.com/sexual-health/ultra-thin-condoms	58/100
251	https://hims.com/sexual-health/water-based-lube	58/100
252	https://hims.com/telehealth-consent	58/100
253	https://hims.com/terms-and-conditions	65/100
254	https://hims.com/treatment/finasteride-minoxidil-supplement-blend-chewable-info	55/100
255	https://hims.com/weight-loss	62/100
256	https://hims.com/weight-loss/faq	57/100
257	https://hims.com/weight-loss/foundayo-pill	58/100
258	https://hims.com/weight-loss/meal-replacement	55/100
259	https://hims.com/weight-loss/meal-replacement/flavor-favorites	55/100
260	https://hims.com/weight-loss/membership	52/100
261	https://hims.com/weight-loss/ozempic-pill	45/100
262	https://hims.com/weight-loss/science	32/100
263	https://hims.com/weight-loss/wegovy-pen	52/100
264	https://hims.com/weight-loss/wegovy-pill	50/100
265	https://hims.com/weight-loss/zepbound-kwikpen	50/100
266	https://hims.com/weight-loss/zepbound-vial	52/100
267	https://hims.com/welcome-back?goto=benefits/account	42/100

1 http://hims.com/ 68

Confidence: 0.78 Should Rank Analysed: 18 Jun 2026 05:42

Scores at a Glance

65	PQ Score	71	E-E-A-T Overall	62	Experience	70	Expertise
78	Authoritativeness	72	Trust	60	Content Effort	65	Originality
68	Skill	60	Accuracy	75	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	65

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial homepage for a men's telehealth platform, directing users to services for hair loss, ED, weight loss, and mental health. It successfully communicates the brand's value proposition and drives users toward service enrollment. • Rating Justification: Hims is a legitimate, established telehealth business with a clear purpose and real services. The homepage functions as a commercial landing page for a regulated medical service provider. While the company has strong brand authority and operates legally, the homepage itself lacks transparency in medical credentials, contact information, and substantive health content. For a YMYL health topic, this warrants a medium-plus rather than high rating. The page serves its commercial purpose but falls short of the highest standards required for health-related YMYL content.

E-E-A-T

Overall	71
Experience	62
Expertise	70
Authoritativeness	78
Trust	72

E-E-A-T Analysis

Key Strengths: Publicly traded, established company with regulatory oversight, Operates in a licensed telehealth capacity with real medical providers, Has About page and structured data implementation, Well-known brand with significant media coverage and industry recognition • Key Weaknesses: No visible contact information on the homepage, No named medical professionals or credentials displayed on homepage, Homepage content is primarily CSS/JS code with minimal substantive medical content visible, No author information for any medical claims made • Trust Evidence: The site has structured data, an About page, and operates as a legitimate publicly traded company. However, the homepage lacks visible contact information, no author/provider credentials are shown in the extracted content, and the main content excerpt is dominated by CSS/JavaScript code rather than substantive medical information. The site does have regulatory compliance as a telehealth provider. • Expertise Evidence: The site is a licensed telehealth company operating in a regulated medical space (ED, weight loss, mental health, hair loss). It employs licensed medical providers and operates under state telehealth regulations. The meta description references 'expert-backed' care. However, no specific medical credentials, named physicians, or clinical advisory board information is visible in the homepage content provided. • Experience Evidence: Hims is an established telehealth platform with real-world operational experience providing medical services. The platform connects users with licensed providers and has served a large customer base. However, the homepage itself does not showcase patient testimonials, case studies, or direct provider experience narratives in the extracted content. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded company (NYSE: HIMS) with significant brand recognition in the men's telehealth space. It has been covered extensively by major media outlets and is a recognized player in the telehealth industry. The domain is well-established and the company has regulatory compliance requirements as a telehealth provider.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly offers medical services including ED treatment, weight loss medications (referencing up to 25% body weight loss, likely GLP-1 medications), mental health care, and lab testing. These are clearly YMYL health topics where poor information or inappropriate treatment could directly harm users' physical health. • Potential Harm: Users may make medical decisions based on the platform's recommendations. Weight loss medications (likely semaglutide/tirzepatide), ED medications, and mental health treatments all carry medical risks. Inappropriate prescribing or lack of proper medical oversight could cause serious harm. • Standards Required: Highest standards of medical expertise, clear provider credentials, transparent pricing and terms, proper disclaimers, accessible contact information, and evidence-based treatment claims are required for YMYL health service pages.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear value proposition communicated in title and meta description, Covers multiple relevant men's health categories, Professional design with 43 images suggesting rich visual content, Structured data implementation aids search engine understanding • Weaknesses: Extremely limited substantive health content visible in the extraction, No educational content about conditions or treatments on the homepage, Missing contact information for a medical service provider, No visible provider credentials or medical team information, Marketing-heavy with minimal informational value for health decisions • Mc Description: The main content is a commercial homepage for a men's telehealth platform. The visible text content includes headlines about weight loss, lab testing, and general healthcare. However, the majority of the extracted content is CSS font declarations and JavaScript code, making it difficult to assess the actual user-facing content quality. The page appears to be a marketing-focused landing page with CTAs rather than substantive health information.

Trust & Reputation

Trust Level	high
Reputation Score	75
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	NYSE publicly traded company (HIMS) • Extensive media coverage in major publications • Regulated telehealth provider across multiple US states • BBB and consumer review presence • FTC and state medical board oversight

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and subject to regulatory oversight, which provides external accountability. However, the homepage itself lacks direct transparency about medical providers, contact methods, and the conditions behind health claims. Users must navigate deeper into the site to find this information. • Trust Factors: Publicly traded company with SEC reporting requirements, Licensed telehealth provider subject to state medical regulations, Established brand with years of operation, Has About page providing company information, Structured data implementation, Uses established payment processors (Adyen, Stripe) indicating legitimate commerce, Auth0 authentication for secure user accounts • Distrust Factors: No visible contact information on homepage, No named medical providers or credentials displayed, No author information for health claims, Aggressive marketing language without sufficient medical disclaimers visible, Weight loss percentage claim with asterisk but no visible disclaimer

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'founded': '2017', 'services': ['ED treatment', 'Hair loss', 'Weight loss', 'Mental health', 'Lab testing'], 'company_name': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Licensed telehealth provider, publicly traded company'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No significant deceptive practices identified. The site clearly presents itself as a telehealth service for men. The asterisk on the weight loss claim ('Lose up to 25% body weight*') is a standard marketing disclosure practice. The page purpose aligns with its actual content and services offered.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified. The site is a legitimate telehealth provider operating under medical regulations. The weight loss claim with asterisk could be considered potentially misleading if the conditions are not clearly disclosed, but this is a common marketing practice with regulatory oversight. No hate speech, dangerous misinformation, or predatory practices identified.

Ads Analysis

Ad Placement: The page is flagged as having ads, but as a commercial homepage for a direct-to-consumer health service, the 'ads' are likely promotional content for their own services (internal CTAs) rather than third-party advertising. This is appropriate for a commercial homepage. • User Experience Impact: Minimal negative impact. The page appears to be a well-designed commercial landing page where promotional content is expected and integral to the page's purpose.

Recommendations

Critical Issues

• No contact information visible on homepage - critical for a medical service provider and required for user trust in YMYL health context

• Health claims (weight loss percentages) lack visible supporting evidence or adequate disclaimers on the homepage

Improvements

• Add visible contact information (phone number, email, or chat) to the homepage for a medical service provider

• Display medical provider credentials, advisory board members, or licensed physician information prominently

• Include clear, visible disclaimers for health claims such as the '25% body weight loss' statistic, including study context and eligibility criteria

- Add substantive educational content about conditions treated to demonstrate medical expertise
- Include trust signals such as state licensing information, accreditation badges, or regulatory compliance statements
- Add patient review/testimonial sections with verifiable sources to demonstrate real-world experience

Strengths

- Established, publicly traded company with regulatory accountability and significant brand authority
- Clear and professional presentation of service offerings across multiple men's health categories
- Sophisticated technical implementation with structured data, performance monitoring, and secure authentication
- Legitimate telehealth business model with real licensed medical providers operating under state regulations
- Strong brand recognition and extensive media coverage supporting authoritativeness signals

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Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:53

Scores at a Glance

22	PQ Score	35	E-E-A-T Overall	20	Experience	25	Expertise
55	Authoritativeness	40	Trust	15	Content Effort	10	Originality
20	Skill	50	Accuracy	65	Reputation		

Page Quality

PQ Rating	low
PQ Score	22

PQ Analysis

Meets Purpose: False • Purpose Description: An About page should inform users about the company's mission, history, team, values, and credentials. This page fails to deliver any of that in a crawlable or accessible form. • Rating Justification: The page is titled 'About us' for a major telehealth company — a YMYL context — but delivers essentially no readable content to a crawler or non-JS user. The entire page body is CSS font declarations and Next.js RSC payload. While the underlying site likely renders meaningful content via JavaScript, the page as evaluated fails to meet even basic content standards. It has no headings, no author info, no contact info, no structured data, and only 6 words of text. For a YMYL entity's about page, this is a Low quality rating.

E-E-A-T

Overall	35
Experience	20
Expertise	25
Authoritativeness	55
Trust	40

E-E-A-T Analysis

Key Strengths: Hims & Hers is a well-known, publicly traded telehealth brand with strong external reputation, Proper canonical URL, OG metadata, and Twitter card tags are present, No ads or deceptive elements detected, No suspicious spam patterns beyond the very short content issue • Key Weaknesses: Effectively zero readable main content — only 6 words extracted, rest is CSS and JS hydration code, No H1 or H2 headings present, No author information, no contact information, no structured data, Page is entirely dependent on client-side JavaScript rendering, making it inaccessible to crawlers and users without JS support, As an About page for a YMYL telehealth company, the absence of substantive content is a significant quality failure • Trust Evidence: No contact information, no author information, no structured data, and only 6 words of actual readable content are present. The page relies entirely on client-side JavaScript rendering, meaning the content is inaccessible to crawlers and users without JS. This severely undermines trust signals on this specific page. • Expertise Evidence: The meta description references licensed medical professionals and personalized treatment plans, suggesting expertise exists on the broader site, but the actual about page delivers zero substantive content to a crawler or non-JS user. • Experience Evidence: The page as crawled contains virtually no readable content — only font-face CSS declarations and Next.js hydration payload. No first-hand experience, testimonials, or narrative about the company's journey is visible in the extracted text. • Authoritativeness Evidence: Hims & Hers (NYSE: HIMS) is a publicly traded telehealth company with significant media coverage and brand recognition, lending external authoritativeness. The canonical URL, OG tags, and Twitter card metadata are properly configured, indicating a professional technical setup.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hims & Hers is a telehealth company offering medical consultations and prescription treatments for conditions including erectile dysfunction, hair loss, weight loss, anxiety, and depression. The About page is part of a site that directly impacts users' health decisions and medical treatment choices. • Potential Harm: Users seeking to evaluate the trustworthiness of a telehealth provider before sharing personal health information or purchasing prescription treatments could be harmed by a lack of transparent company information, credentials, and contact details. • Standards Required: YMYL health pages require the highest standards of E-E-A-T: clear identification of the organization, verifiable medical credentials, transparent contact information, regulatory compliance disclosures, and substantive content demonstrating expertise and trustworthiness.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: Page title accurately reflects the intended purpose of the page, Meta description provides a concise summary of the company's offerings • Weaknesses: Zero substantive main content accessible without JavaScript, No H1 or H2 headings to structure content, No images, no team photos, no company information, No contact information or links to contact pages, Completely fails to satisfy user intent for an 'About us' page, 6-word word count is critically insufficient for any page, especially a YMYL about page • Mc Description: The main content of this page, as extractable by a crawler or non-JavaScript user, consists of only 6 words plus extensive CSS font-face declarations and Next.js server-side rendering hydration payload. There is no actual about-page content visible: no company history, no mission statement, no team information, no values, no credentials.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on the NYSE under ticker HIMS, providing significant financial transparency and regulatory oversight'} • {'source': 'Extensive mainstream media coverage in outlets including Forbes, CNBC, Wall Street Journal, and TechCrunch'} • {'source': 'Regulated telehealth platform subject to state medical board oversight and FDA regulations for prescription medications'} • {'source': 'Better Business Bureau listing and consumer review presence on platforms like Trustpilot'} • {'source': 'Partnerships with licensed pharmacies and medical providers documented in public filings'}

Trust Analysis

Transparency: The page itself is highly non-transparent — it provides no company information, no contact details, no team information, and no credentials. However, the broader Hims & Hers brand has significant external transparency through public company filings, press coverage, and regulatory compliance. Trust is carried by the brand's external reputation rather than this page's content. • Trust Factors: Publicly traded company (NYSE: HIMS) with SEC reporting obligations, Well-established brand with years of operation and significant user base, Proper technical implementation including canonical URLs and security headers, No ads, no deceptive design patterns, no suspicious content, GTM implementation consistent with legitimate enterprise marketing • Distrust Factors: This specific page provides no contact information whatsoever, No author or editorial team information, No structured data to help verify organizational identity, Page fails to render content without JavaScript, reducing accessibility and transparency, As an About page, it paradoxically provides no information about the company

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'industry': 'Telehealth / Digital Health', 'services': 'Hair loss, erectile dysfunction, weight loss, mental health (anxiety, depression) telehealth services', 'company_name': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short content (6 words) flagged as suspicious pattern, Page appears to be a JavaScript-rendered shell with no server-side content

Deception Analysis

Severity: minor • Deception Details: The main content is technically obstructed in the sense that it requires JavaScript to render and is completely inaccessible to crawlers and non-JS users. This is likely a technical implementation choice (Next.js client-side rendering) rather than intentional deception. The page title and URL accurately represent the intended content type. No cloaking, hidden text, or deliberately misleading elements are detected.

Harm Analysis

Severity: none • Harm Details: No directly harmful content is present. The page contains no misinformation, no dangerous health advice, no discriminatory content, and no deceptive claims. The primary issue is absence of content rather than presence of harmful content.

Ads Analysis

Ad Placement: No advertisements detected on this page. • User Experience Impact: No negative ad-related user experience impact. The page is clean of advertising content.

Recommendations

Critical Issues

• Page delivers zero accessible content without JavaScript — critically fails for SEO and accessibility; the entire about page content must be server-side rendered or statically generated

• As a YMYL telehealth company's About page, the complete absence of company credentials, medical oversight information, and contact details represents a serious trust and E-E-A-T deficiency that could undermine user confidence in the platform's legitimacy

Improvements

• Implement server-side rendering (SSR) or static generation for the About page content so it is accessible to crawlers and users without JavaScript

• Add substantive about-page content: company history, mission statement, leadership team with credentials, values, and milestones

• Add structured data (Organization schema) with company name, founding date, contact information, social profiles, and logo

• Include contact information (email, phone, mailing address) or clear links to contact pages

• Add H1 and H2 headings to properly structure the page content

• Include information about medical advisory board, licensed providers, and regulatory compliance to support YMYL E-E-A-T requirements

• Add author/editorial team information for any health-related content on the page

• Include images (team photos, office photos, company timeline) to make the page more engaging and trustworthy

Strengths

• Hims & Hers has strong external brand reputation as a publicly traded, regulated telehealth company

• Technical SEO fundamentals are properly implemented: canonical URL, OG tags, Twitter card, viewport meta, favicon

• No harmful content, no ads, no deceptive design patterns — clean page structure

• Meta description accurately and concisely describes the company's telehealth offerings

3 http://hims.com/about/clinical-excellence 8

Confidence: 0.92 Needs Work Analysed: 18 Jun 2026 05:53

Scores at a Glance

5	PQ Score	20	E-E-A-T Overall	10	Experience	15	Expertise
40	Authoritativeness	25	Trust	2	Content Effort	5	Originality
5	Skill	0	Accuracy	55	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The stated purpose (per meta description) is to explain how Hims & Hers delivers high-quality, evidence-based telehealth care through licensed providers, clinical protocols, and safety standards. The page completely fails to deliver this content. • Rating Justification: The page contains virtually no main content (6 words of visible text, all technical/CSS). It fails to deliver on its stated purpose of explaining clinical excellence, evidence-based care, or safety standards. For a YMYL health topic, this is a critical failure. The page is essentially non-functional from a content perspective, rendering it Lowest quality regardless of the brand's reputation.

E-E-A-T

Overall	20
Experience	10
Expertise	15
Authoritativeness	40
Trust	25

E-E-A-T Analysis

Key Strengths: Hims & Hers is a known, publicly traded telehealth brand with established reputation, Canonical URL and meta tags are properly configured, OG and Twitter card metadata are present and well-formed • Key Weaknesses: Zero actual readable content on the page — only 6 words of visible text, No H1 or H2 headings present, No author information or credentials displayed, No contact information, No structured data (schema markup) for a health-related page, Page appears to be a broken or failed render of a Next.js application • Trust Evidence: No contact information, no author information, no about page link, no structured data, no visible content. The page appears to have failed to render its actual content, leaving only technical scaffolding. This severely undermines trust for a YMYL health topic. • Expertise Evidence: The meta description references 'evidence-based care,' 'licensed providers,' 'clinical protocols,' and 'safety standards,' but none of this content is actually present in the rendered page body. No author credentials, medical professionals, or clinical citations are visible. • Experience Evidence: No actual content is rendered on the page. The scraped output contains only CSS font-face declarations, JavaScript framework bootstrap code (Next.js), and metadata. There is zero visible content demonstrating first-hand experience with clinical care or telehealth. • Authoritativeness Evidence: Hims & Hers (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with recognized brand presence. The domain itself carries some authority. However, this specific page provides no authoritative content whatsoever — it is essentially a blank/broken page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is explicitly about clinical excellence in telehealth — a direct health and safety topic. It involves medical care delivery, clinical protocols, licensed healthcare providers, and patient safety standards. These topics directly affect users' physical health decisions. • Potential Harm: If users rely on this page to evaluate the safety and quality of a telehealth provider before seeking medical care, the complete absence of content could lead them to make uninformed healthcare decisions. Additionally, a broken page on a health platform may erode trust in the provider's overall competence. • Standards Required: Highest E-E-A-T standards apply. Content should be created or reviewed by licensed medical professionals, cite evidence-based sources, clearly identify authors and their credentials, include contact/support information, and demonstrate transparent clinical governance.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	misleading
Length Adequate	No

MC Analysis

Strengths: Page title is descriptive and relevant to the intended topic, Meta description is well-written and informative about intended content • Weaknesses: No actual main content is present — page appears broken or failed to render, No H1 or H2 headings to structure content, No images, diagrams, or visual content, No links to supporting resources or related pages, Word count of 6 is critically insufficient for any informational page, Users visiting this page receive no useful information whatsoever • Mc Description: The main content of this page is effectively non-existent. The page title is 'Clinical excellence | Hims & Hers' and the meta description promises detailed information about evidence-based care, licensed providers, clinical protocols, and safety standards. However, the actual rendered page body contains only 6 words of visible text (the page title itself), with the remainder being CSS font declarations and JavaScript framework initialization code. The page has failed to render its intended content.

Trust & Reputation

Trust Level	low
Reputation Score	55
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims & Hers is a widely covered telehealth brand featured in major media outlets including Forbes, WSJ, and health publications'} • {'source': 'The company operates as a licensed telehealth platform subject to state medical board regulations and FDA oversight for certain products'} • {'source': 'Hims & Hers has faced regulatory scrutiny (e.g., FTC, FDA) regarding compounded medications, which is publicly documented'}

Trust Analysis

Transparency: Extremely low transparency on this specific page. While the brand has some public accountability as a listed company, this page provides zero transparency about clinical practices, provider credentials, or safety standards — which is the stated purpose of the page. • Trust Factors: Hims & Hers is a publicly traded company with SEC reporting obligations, The domain hims.com is an established, well-known telehealth brand, Proper canonical URL configuration suggests legitimate technical SEO practices, GTM implementation indicates professional web management • Distrust Factors: Page contains no actual content despite being a health-related page, No contact information visible on this page, No author or medical reviewer credentials, No structured data to verify health claims, Page appears broken, which raises questions about site maintenance and reliability, Hims & Hers has faced regulatory actions regarding compounded medications that may affect trust

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Digital Health', 'headquarters': 'San Francisco, CA', 'stock_ticker': 'NYSE: HIMS'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No

Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_meta_description • broken_health_content
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short content (6 words) flagged as suspicious pattern, Page appears to be a rendering failure rather than intentional spam

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive, but there is an informational gap between what the meta description and title promise and what the page actually delivers. The main content appears to be obstructed due to a technical rendering failure (likely a JavaScript-dependent Next.js page that failed to hydrate or whose content was not captured by the crawler). This is a technical failure rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is misleading in that its title, meta description, and URL all promise substantive health-related content about clinical excellence and patient safety, but the page delivers nothing. Users searching for information about Hims & Hers' clinical standards and safety protocols will find an empty page, which could mislead them about the availability of this information or cause them to make healthcare decisions without adequate information.

Ads Analysis

Ad Placement: No advertisements are present on this page. • User Experience Impact: No ad-related user experience impact. The user experience is negatively impacted solely by the absence of content, not by advertising.

Recommendations

Critical Issues

• CRITICAL: Page content is not rendering — only 6 words of visible text exist on a page that should contain substantial health information. This is likely a JavaScript rendering failure that must be fixed immediately.

• CRITICAL: For a YMYL health page, the complete absence of content, author credentials, and contact information makes this page non-compliant with minimum quality standards for health content.

Improvements

• Fix the technical rendering issue causing the page content to not display — the Next.js component 'ClinicalExcellence' referenced in the source code is not rendering its content

• Add substantive content covering clinical protocols, provider credentialing processes, safety standards, and evidence-based care practices

• Include author/reviewer information with credentials (e.g., Chief Medical Officer, licensed physicians) who have reviewed the content

• Add structured data markup (MedicalOrganization, FAQPage, or similar schema) to help search engines understand the health context

• Include contact information and links to patient support resources

• Add internal links to related pages (provider network, safety information, clinical studies)

• Implement proper H1 and H2 heading structure once content is restored

• Add citations to peer-reviewed research supporting clinical claims

• Include information about regulatory compliance, state licensing, and oversight mechanisms

Strengths

• Hims & Hers brand has established market presence and public company accountability

• Meta description and title are well-crafted and accurately describe the intended content

• Technical SEO fundamentals (canonical URL, OG tags, Twitter cards) are properly implemented

• No harmful, deceptive, or spammy content is present

4 http://hims.com/about/how-it-works 62

Confidence: 0.75 Should Rank Analysed: 18 Jun 2026 05:54

Scores at a Glance

62	PQ Score	67	E-E-A-T Overall	62	Experience	65	Expertise
72	Authoritativeness	68	Trust	65	Content Effort	60	Originality
68	Skill	65	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page for Hims weight loss services, presenting available GLP-1 medications, pricing, membership details, patient testimonials, and FAQs to convert visitors into customers seeking prescription weight loss treatment. • Rating Justification: This is a commercial product/service page for a legitimate, established telehealth company offering FDA-approved prescription weight loss medications. The page fulfills its commercial purpose adequately with product listings, pricing, testimonials, and FAQs. However, as a YMYL health page, it falls short of the highest standards: no H1 heading, limited on-page medical expertise demonstration, compensated testimonials with unverified results, and missing contact/about information. The page is functional and trustworthy enough for a medium-plus rating but does not meet the highest quality bar required for medical/health content.

E-E-A-T

Overall	67
Experience	62
Expertise	65
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Legitimate, publicly traded telehealth company with established brand reputation, FDA-approved medications clearly identified with proper trademark attributions, Transparent pricing with footnotes explaining membership requirements, Safety information disclosures and prescription requirement notices, Named medical expert referenced (Dr. Craig Primack), Verified customer reviews with specific, measurable outcomes • Key Weaknesses: No H1 heading present, creating structural SEO and accessibility issues, No direct contact information visible on this page, No About page link present in the analyzed content, Author/medical reviewer credentials not fully detailed on this page, Testimonials include disclaimer that customers may have been compensated and results not independently verified, The '120 lbs lost in 8 months' claim is an extreme outlier that may be misleading without more context • Trust Evidence: The page includes important safety information disclosures, legal disclaimers about FDA approvals, trademark attributions, prescription requirements, and membership fee transparency. Footnotes clarify pricing and eligibility. However, no direct contact information is visible on this page, no About page link is present, and author credentials are not fully detailed. The disclaimer 'Customers may have been compensated. Results have not been independently verified' reduces trust in testimonials. • Expertise Evidence: The page references FDA-approved medications (Wegovy, Zepbound, Ozempic, Mounjaro, Foundayo), mentions GLP-1 mechanisms, includes clinical benefit claims (decreases cholesterol, improves blood sugar, reduces blood pressure, lowers cardiovascular risk) with a footnote citation. A named physician (Dr. Craig Primack) is mentioned. Medication safety information is referenced. However, no detailed clinical citations, peer-reviewed sources, or in-depth medical explanations are provided on this page. • Experience Evidence: The page features verified customer testimonials with before/after photos and specific weight loss results (e.g., Drew lost 33 lbs in 8 months, Zack lost 120 lbs in 8 months). Real patient experiences are presented with names, ages, and timeframes. A named medical expert (Dr. Craig Primack) is referenced as an in-house expert with 'decades of clinical excellence,' though no detailed credentials are provided on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The page uses registered trademarks from Novo Nordisk and Eli Lilly, indicating legitimate pharmaceutical partnerships. Breadcrumb structured data and proper legal disclaimers are present. The company has established media coverage and regulatory compliance indicators.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to prescription medications (GLP-1 agonists including semaglutide and tirzepatide) for weight loss. These are controlled prescription drugs with significant side effect profiles and contraindications. The page influences health decisions and medication choices that could directly impact physical health and safety. • Potential Harm: Users may make decisions about starting prescription medications based on this page's content. Misleading efficacy claims, inadequate safety information, or inappropriate patient selection could lead to health harms. The extreme testimonial (120 lbs in 8 months) could create unrealistic expectations. Medications like Ozempic and Mounjaro are noted as FDA-approved for type 2 diabetes but offered for weight loss, requiring careful clinical judgment. • Standards Required: Highest standards of medical accuracy, transparent safety information, clear disclosure of risks and contraindications, verified clinical credentials of prescribing providers, and compliance with FTC and FDA advertising guidelines for prescription medications.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes

Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product offerings with transparent pricing and membership requirements, Multiple FDA-approved medication options presented with proper labeling, Authentic-appearing patient testimonials with specific, measurable outcomes, FAQ section addresses practical concerns (FSA/HSA, insurance, switching providers), Proper safety information disclosures and legal disclaimers, Structured data implementation for breadcrumbs • Weaknesses: No H1 heading present, which is a significant structural deficiency, The URL path (/about/how-it-works) does not match the actual page content (weight loss product page), suggesting URL/content mismatch, Limited substantive health information; primarily marketing copy, No detailed explanation of how the telehealth process works despite the URL suggesting 'how it works', Extreme testimonial result (120 lbs/8 months) presented without adequate contextualization, Heavy CSS code in the extracted content suggests the page may have rendering/extraction issues • Mc Description: The main content is a commercial landing page presenting Hims weight loss membership and GLP-1 medication options. It includes a product carousel with 8 medication options and pricing, a membership benefits section, a featured promotion for the new Wegovy pill, cardiovascular health benefits of Wegovy, patient testimonials with before/after photos, a FAQ section, and calls-to-action throughout.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Partnership with FDA-approved medications from Novo Nordisk (Wegovy, Ozempic) and Eli Lilly (Zepbound, Mounjaro, Foundayo) indicates legitimate pharmaceutical relationships'} • {'source': 'Established telehealth brand with significant media coverage and consumer recognition since 2017'} • {'source': 'Compliance with FTC disclosure requirements (compensated testimonials disclaimer, results not independently verified)'} • {'source': 'Proper trademark attributions and legal disclaimers indicating legal compliance awareness'}

Trust Analysis

Transparency: Moderate transparency. The page includes important pricing disclosures, membership fee structures, FDA approval status clarifications, and testimonial compensation disclaimers. However, it lacks direct contact information, detailed provider credentials, and the URL does not accurately reflect the page content. The company's public status provides external accountability. • Trust Factors: Publicly traded company with SEC reporting obligations, Legitimate FDA-approved prescription medications, Transparent pricing with membership fee disclosures, Safety information and prescription requirement notices, Proper trademark and legal attributions, Structured data and professional website implementation, Named medical expert (Dr. Craig Primack) referenced • Distrust Factors: No contact information visible on this page, No About page link in analyzed content, No detailed author/medical reviewer credentials on page, Compensated testimonials with unverified results, URL path (/about/how-it-works) does not match page content, Extreme outlier testimonial (120 lbs/8 months) without adequate context

Creator

Creator Identified	Yes
Creator Type	business

Credentials	{'type': 'Telehealth platform', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'medical_expert': 'Dr. Craig Primack (referenced as in-house expert)', 'regulatory_status': 'Licensed telehealth provider operating in multiple US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Heavy inline CSS code in page content suggests technical implementation issues but not spam, No suspicious patterns flagged in the page structure analysis

Deception Analysis

Severity: minor • Deception Details: The page is a straightforward commercial landing page for a legitimate telehealth service. Pricing is disclosed with membership requirements. FDA approval status is accurately represented with appropriate caveats (Ozempic/Mounjaro for diabetes, available for weight loss only with clinical eligibility). Testimonials include compensation and unverified results disclaimers. The URL mismatch (/about/how-it-works vs. weight loss product page) is a minor technical/organizational issue rather than intentional deception. The extreme testimonial is covered by disclaimers.

Harm Analysis

Severity: low • Harm Details: The page does not contain content that is clearly harmful. It promotes legitimate FDA-approved prescription medications through a licensed telehealth platform. Safety information is disclosed, prescription requirements are stated, and clinical eligibility criteria are mentioned. The compensated testimonials disclaimer and unverified results notice reduce potential for misleading users. The extreme weight loss testimonial (120 lbs/8 months) is a borderline concern but is covered by the general disclaimer. No false medical claims are identified that would constitute clear harm.

Ads Analysis

Ad Placement: The page has ads flagged in the structure, but given this is a commercial product page for Hims' own services, the 'ads' likely refer to promotional content for their own products rather than third-party advertising. The product listings and CTAs are the primary commercial elements. • User Experience Impact: The commercial content (product listings, CTAs) is integrated into the page design in a way that serves the page's commercial purpose without obstructing the informational content. The FAQ section and safety information are accessible without ad interference.

Recommendations

Critical Issues

• URL path (/about/how-it-works) does not match page content (weight loss product page), creating potential user confusion and trust issues

• No H1 heading present, which is a fundamental structural deficiency for a YMYL health page

• Absence of visible contact information on a YMYL medical services page reduces trust signals required by Google's quality guidelines

Improvements

• Add a clear H1 heading that accurately describes the page content

• Align the URL path (/about/how-it-works) with the actual page content, or redirect to an appropriate URL

• Add visible contact information (phone, email, or chat) directly on the page

• Include detailed credentials for Dr. Craig Primack and other medical reviewers with links to their profiles

• Add an About section or prominent link to the About page to establish organizational credibility

• Provide more context for extreme testimonial results (120 lbs/8 months) including the specific medication and dosage used

• Include a 'Last medically reviewed' date and named medical reviewer for the health claims

• Add links to clinical studies supporting the cardiovascular benefit claims for Wegovy

• Clarify the source for the '32 lbs*' hero claim with a visible, accessible citation

Strengths

• Legitimate, publicly traded telehealth company with established brand reputation and regulatory accountability

• Proper FDA approval status disclosures with accurate caveats for off-label use medications

• Transparent pricing structure with clear membership fee disclosures and footnoted conditions

• Comprehensive safety information references and prescription requirement notices

• Authentic patient testimonials with specific, measurable outcomes and appropriate compensation disclaimers

• Structured data implementation (BreadcrumbList) supporting search engine understanding

5 http://hims.com/about/innovation 8

Confidence: 0.92 Needs Work Analysed: 18 Jun 2026 05:54

Scores at a Glance

5	PQ Score	24	E-E-A-T Overall	10	Experience	15	Expertise
40	Authoritativeness	30	Trust	2	Content Effort	5	Originality
5	Skill	10	Accuracy	55	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The stated purpose is to inform users about Hims & Hers' healthcare innovation initiatives, technology, and patient-first approach. The page completely fails to deliver any such content. • Rating Justification: The page contains essentially no main content — only 5 words of visible text alongside raw CSS font declarations and JavaScript framework bootstrap code. A user visiting this page would receive no useful information whatsoever. This constitutes a page with an extremely low amount of MC, which under the Quality Rater Guidelines warrants a Lowest rating regardless of the website's overall reputation.

E-E-A-T

Overall	24
Experience	10
Expertise	15
Authoritativeness	40
Trust	30

E-E-A-T Analysis

Key Strengths: Domain belongs to a legitimate, publicly traded telehealth company, Canonical URL and OG metadata are properly set, indicating technical SEO awareness, Meta description is well-written and descriptive • Key Weaknesses: Zero substantive content rendered on the page, No author or expert attribution, No contact information or trust signals on the page itself, No structured data to support E-E-A-T signals • Trust Evidence: No contact information, no author information, no about page link, no structured data, and no substantive content. The page appears to be a broken or failed render of a JavaScript-dependent page, showing only CSS and framework initialization code. • Expertise Evidence: No expert authors, credentials, citations, or substantive content are visible. The meta description references healthcare innovation expertise, but no actual content supports this claim on the rendered page. • Experience Evidence: No actual content is present on the page to demonstrate first-hand experience with healthcare innovation. The page rendered only font-face CSS declarations and Next.js framework bootstrap code, with a reported word count of 5 meaningful words. • Authoritativeness Evidence: Hims & Hers (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with recognized brand presence in the DTC healthcare space, which provides some baseline authoritativeness at the domain level. However, this specific page contributes nothing to that authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hims & Hers is a telehealth company offering medical treatments and prescriptions. An 'Innovation' page about their healthcare technology and personalized treatment plans falls squarely within the health and safety YMYL category, as it relates to medical services and healthcare delivery. • Potential Harm: While this specific page is informational/corporate rather than direct medical advice, it relates to a healthcare company's medical delivery systems. Misinformation or lack of transparency about healthcare innovation could affect patient trust and decision-making regarding medical treatment. • Standards Required: High E-E-A-T standards are required. Content should be authored or reviewed by qualified healthcare or technology professionals, include transparent sourcing, and clearly represent the company's actual capabilities and regulatory compliance.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Page title is clear and descriptive, Meta description accurately describes the intended content • Weaknesses: No actual main content rendered — word count of 5 is critically insufficient, No H1 or H2 headings present, No images, videos, or multimedia content, No structured information about healthcare innovation, Page appears to be a broken JavaScript-rendered page where content failed to load or was not server-side rendered • Mc Description: The main content of this page is effectively non-existent. The only text present is the page title 'Innovation | Hims & Hers' and raw technical code (CSS @font-face declarations and Next.js RSC payload). No articles, sections, headings, paragraphs, images, or interactive elements are present.

Trust & Reputation

Trust Level	low

Reputation Score	55
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Widely covered by major financial and health media outlets including Forbes, CNBC, and Bloomberg'} • {'source': 'Licensed telehealth provider operating under state medical board regulations across the US'} • {'source': 'Better Business Bureau accredited business with public complaint history available'}

Trust Analysis

Transparency: Transparency on this specific page is extremely poor. While the parent company has public transparency as a NYSE-listed entity, this page provides no information about who created the content, how it was reviewed, or how to contact the company. The page's failure to render content further undermines transparency. • Trust Factors: Domain belongs to a legitimate, publicly traded US telehealth company, Proper canonical URL and technical SEO implementation suggest professional web management, GTM and analytics integration consistent with legitimate business operations, OG image hosted on Cloudinary with a recent timestamp (2025), suggesting active maintenance • Distrust Factors: This specific page has no contact information, No author or editorial attribution, No about page link visible, No structured data or schema markup, Page content is essentially empty — a significant trust failure for a YMYL healthcare page, No disclosure of medical review process or regulatory compliance on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Direct-to-Consumer Healthcare', 'headquarters': 'San Francisco, CA', 'stock_ticker': 'NYSE: HIMS'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_page_intent
Ads Present	No
Ads Obstructive	No

Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short content (5 words) flagged as suspicious pattern, Page appears to be a rendering failure rather than intentional spam

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive. The main content appears to be obstructed due to a technical rendering failure — the Next.js application likely requires client-side JavaScript to render the actual page content, which was not captured in the crawl. The mismatch between meta description and actual content is a technical issue, not deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in that the title, meta description, and URL strongly imply substantive content about healthcare innovation, but the page delivers nothing. This creates a deceptive gap between user expectation and actual content delivery. However, there is no actively harmful misinformation, dangerous medical advice, or targeted harm to any group.

Ads Analysis

Ad Placement: No advertisements are present on this page. • User Experience Impact: No ad-related user experience impact. The poor user experience is entirely due to missing content, not advertising.

Recommendations

Critical Issues

• Page contains virtually no main content (5 words) — this is the single most critical issue and results in a Lowest quality rating under Google's guidelines

• JavaScript-dependent rendering means the page is likely invisible to search crawlers and users with JS disabled, representing a fundamental technical SEO failure for a YMYL healthcare page

Improvements

• Implement server-side rendering (SSR) or static generation for all content so it is accessible to crawlers and users without JavaScript — the current Next.js implementation appears to rely entirely on client-side hydration

• Add substantial, well-researched main content about Hims & Hers' specific innovation initiatives, technology platforms, and healthcare delivery methods (minimum 800-1500 words for a corporate innovation page)

• Include author attribution and editorial review disclosures, ideally with credentials of healthcare or technology experts who contributed to or reviewed the content

• Add structured data (Organization, WebPage, or Article schema) to support E-E-A-T signals

• Include contact information or clear links to contact/about pages to improve trust signals

• Add supporting media (images, videos, infographics) to illustrate innovation claims

• Implement FAQ or detailed sections addressing specific technologies, regulatory compliance, and patient safety measures

Strengths

• Domain authority: hims.com is a legitimate, publicly traded telehealth company with established brand recognition

• Technical SEO metadata is properly implemented (canonical URL, OG tags, Twitter cards, meta description)

• The intended page topic (healthcare innovation) is relevant and valuable if content were actually present

6 http://hims.com/about/the-company 58

Confidence: 0.65 Should Rank Analysed: 18 Jun 2026 05:52

Scores at a Glance

55	PQ Score	61	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	60	Trust	55	Content Effort	60	Originality
60	Skill	65	Accuracy	70	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform visitors about Hims & Hers as a company — its mission, leadership, values, milestones, and recognition — serving a standard corporate About page function. • Rating Justification: This is an About page for a legitimate, publicly traded digital health company. The page serves a clear informational purpose and the company has real-world reputation and accountability. However, the extracted content is overwhelmingly technical code (CSS/JS) with very little readable substantive content visible, making it impossible to fully assess the depth and quality of the actual page content. The page structure suggests sections for leadership, values, milestones, and awards, which if substantive, would support a higher rating. The lack of contact info, author info, and structured data are notable gaps for a YMYL-adjacent company.

E-E-A-T

Overall	61
Experience	55
Expertise	60
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Hims & Hers is a publicly traded, well-known digital health brand with regulatory accountability, The page is an official About/Company page serving a legitimate informational purpose, The site has an About page and references leadership, milestones, and awards sections, No suspicious patterns or deceptive practices detected • Key Weaknesses: No contact information visible in the page content, No named authors or individual credentials displayed, The extracted main content is almost entirely CSS/JS code with minimal readable substantive text, No structured data markup to help establish entity identity, No third-party citations or external references visible in the content • Trust Evidence: The page lacks visible contact information in the extracted content. No author attribution is present. The main content excerpt is overwhelmingly CSS and JavaScript code, making it difficult to assess the actual informational content. The company is publicly traded and subject to SEC reporting, which adds baseline accountability. No suspicious patterns were flagged. • Expertise Evidence: The meta description references 'clinical excellence' and the page title references 'modern men's healthcare.' The company operates a licensed healthcare provider network. However, no specific medical credentials, named clinicians, or detailed clinical methodology is visible in the extracted content. The page structure mentions leadership and company values sections. • Experience Evidence: The page is an official 'About' page for Hims & Hers, a publicly traded digital health company (NYSE: HIMS). It references company milestones, leadership, and values, suggesting organizational experience in the telehealth space. However, the actual readable content excerpt is dominated by CSS/JavaScript code rather than substantive narrative content demonstrating lived experience. • Authoritativeness Evidence: Hims & Hers (NYSE: HIMS) is a publicly traded company with significant media coverage, regulatory oversight as a telehealth platform, and a well-known brand. The domain hims.com is an established, recognized brand in the digital health space. The page has an About page and references awards and recognition sections.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Hims & Hers is a digital health platform that connects users to licensed healthcare providers and prescribes treatments. The About page itself is informational/corporate rather than directly providing medical advice, but it is part of a YMYL health platform. Users visiting this page may be evaluating whether to trust the company with their health decisions, making the company's credibility and transparency directly relevant to health safety. • Potential Harm: If the company misrepresents its credentials, clinical standards, or regulatory compliance on this page, users could be misled into trusting a healthcare provider that does not meet appropriate standards. However, the About page itself does not dispense medical advice. • Standards Required: Higher standards of transparency, accuracy, and trustworthiness are required given the health context. The page should clearly identify leadership, clinical oversight, regulatory compliance, and contact information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear page structure with logical sections covering company identity, On-brand, clearly written introductory copy, Page title accurately reflects content, Includes navigation anchors for key sections (leadership, values, milestones, awards) • Weaknesses: Actual readable substantive content is extremely limited in the extracted excerpt, No contact information visible, No named leadership or credentials visible in the excerpt, The word count is misleading as it is dominated by technical code rather than informational content, No structured data to help search engines understand the entity • Mc Description: The main content is an About page for Hims & Hers, a digital health company. The page structure includes sections for company overview, mission/vision, leadership, values, milestones, awards, and contact. The readable content excerpt is brief: 'Hims & Hers is a digital health platform that connects people to licensed healthcare providers and, if prescribed, personalized treatment plans. We're all about normalizing health and wellness challenges — and innovating on their solutions — to make feeling happy and healthy easy.' The vast majority of the 5,335 word count is CSS and JavaScript code.

Trust & Reputation

Trust Level	medium
Reputation Score	70
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting and regulatory oversight'} • {'source': 'Widely covered by major financial and health media outlets including Forbes, CNBC, and TechCrunch'} • {'source': 'Operates under telehealth regulations and state medical board oversight for its provider network'} • {'source': 'Listed on major app stores with substantial user reviews for its mobile health platform'} • {'source': 'Referenced in academic and industry discussions of direct-to-consumer telehealth'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and subject to regulatory disclosure requirements, providing baseline accountability. However, the About page itself lacks direct contact information, named leadership with credentials, and third-party trust signals that would be expected for a YMYL health platform's About page. • Trust Factors: Publicly traded company (NYSE: HIMS) with SEC accountability and public financial disclosures, Established brand with significant media coverage and public recognition, Operates a licensed healthcare provider network subject to medical regulations, Official company domain with professional design and no suspicious patterns, Has an About page with structured company information • Distrust Factors: No contact information visible on the page, No named individuals or credentials displayed in the extracted content, No structured data markup to establish entity identity for search engines, Lack of visible third-party certifications or regulatory badges on the page, The page's clinical excellence claims are not substantiated with visible evidence

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Digital health / telehealth platform', 'stock_ticker': 'NYSE: HIMS', 'regulatory_status': 'Operates licensed healthcare provider network subject to state medical board regulations'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None detected — the page is an official corporate About page for a legitimate publicly traded company

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page accurately represents itself as an About page for Hims & Hers. The title, meta description, and content are consistent. No cloaking, hidden text, or misleading redirects are indicated.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. The page is a standard corporate About page for a legitimate, publicly traded digital health company. No misleading claims, discriminatory content, or dangerous information is present in the extracted content.

Ads Analysis

Ad Placement: Ads are flagged as present on the page. For a corporate About page of a direct-to-consumer health company, promotional content for their own products/services is expected and appropriate. No third-party intrusive advertising is evident from the page structure. • User Experience Impact: Minimal negative impact expected. The page's primary purpose is corporate information, and any promotional elements for the company's own services are contextually appropriate on an About page.

Recommendations

Critical Issues

• No contact information visible on the page — critical gap for a YMYL health company's About page

• No structured data markup — missed opportunity to establish entity identity and improve search understanding

Improvements

• Add visible contact information (email, phone, mailing address) to the About page to meet basic trust expectations for a YMYL health platform

• Implement structured data markup (Organization schema) to help search engines understand the entity, its founding, leadership, and contact details

• Feature named leadership with photos, titles, and credentials to demonstrate expertise and accountability

• Add visible third-party trust signals such as regulatory certifications, medical board affiliations, or accreditation badges

• Include a clear description of clinical oversight processes and how licensed providers are vetted

• Ensure the page's substantive content is accessible and not buried under technical code in the rendered output

Strengths

• Hims & Hers is a publicly traded company with strong brand recognition and regulatory accountability, providing baseline trustworthiness

• The page has a clear, logical structure covering mission, leadership, values, milestones, and awards

• No harmful, deceptive, or spammy content detected — the page is straightforwardly informational

• Professional design and on-brand copy in the readable content excerpt

7 http://hims.com/benefits 58

Confidence: 0.75 Should Rank Analysed: 18 Jun 2026 05:56

Scores at a Glance

55	PQ Score	59	E-E-A-T Overall	55	Experience	50	Expertise
70	Authoritativeness	60	Trust	55	Content Effort	50	Originality
60	Skill	65	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to inform Hims subscribers about exclusive partner benefits and discounts, encourage non-subscribers to join, and explain how the benefits program works. This transactional/informational purpose is clearly met. • Rating Justification: This is a legitimate commercial benefits/perks page from a well-known telehealth company. It serves a clear transactional purpose—informing active subscribers about partner discounts and benefits. The content is functional and organized, with a clear value proposition, partner listings, how-it-works steps, and FAQ. However, it lacks depth, has no expert authorship, no contact info on-page, and is primarily promotional. It meets basic quality standards for a commercial landing page but does not rise to high quality due to thin informational content and absence of E-E-A-T signals beyond brand recognition.

E-E-A-T

Overall	59
Experience	55
Expertise	50
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Operated by a publicly traded, regulated telehealth company (Hims & Hers Health, Inc.), Partnerships with well-known, reputable brands (Dexcom, Prenuvo, MyFitnessPal, Eight Sleep), Legal disclosures present (Terms & Conditions, Privacy Policy, Consumer Health Data Privacy Policy), Structured data implemented correctly, Clear eligibility criteria and FAQ section addressing user questions • Key Weaknesses: No author information or medical professional attribution on the page, No contact information visible in the page content, No clinical expertise demonstrated; purely commercial/marketing content, No citations or evidence-based claims supporting partner product efficacy, Some benefits (e.g., whole-body MRI scans, glucose biosensors) touch on health decisions without clinical guidance • Trust Evidence: The page lacks contact information, author information, and an about page link in the extracted content. It does include structured data (BreadcrumbList schema), legal copyright notices, trademark disclosures, links to Terms & Conditions, Privacy Policy, and Consumer Health Data Privacy Policy. The site is a legitimate business with regulatory compliance signals. However, the absence of direct contact info on this page and no author attribution reduces trust signals. • Expertise Evidence: The page lists medically adjacent partner services (whole-body MRI scans, glucose biosensors, GLP-1 coaching) indicating awareness of health technology. However, the page itself contains no clinical expertise, no authored medical content, no citations, and no credentials displayed. It functions as a marketing/benefits hub rather than an expert resource. • Experience Evidence: The page is operated by Hims & Hers Health, Inc., a publicly traded telehealth company with real-world experience delivering healthcare services. The benefits page reflects actual partnerships with established brands (Prenuvo, Eight Sleep, MyFitnessPal, Dexcom/Stelo, HelloFresh, Factor, iFIT, Ladder), suggesting genuine business relationships. However, no individual practitioner experience is demonstrated on this specific page. • Authoritativeness Evidence: Hims & Hers Health, Inc. (HIMS) is a publicly traded company on NYSE, widely covered in press, and a recognized telehealth brand. The partnerships with established companies like Dexcom and Prenuvo lend some authority. The domain hims.com is well-established with significant brand recognition in the men's health telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The page promotes health-related products and services including whole-body MRI scans (Prenuvo), continuous glucose monitors (Stelo by Dexcom), GLP-1 medication-adjacent fitness coaching (iFIT), and other health/wellness tools. While the page itself does not provide medical advice, it directs users toward health diagnostic and monitoring products that could influence health decisions. The telehealth context (Hims is a prescription medication platform) adds YMYL relevance. • Potential Harm: Users could be influenced to pursue health diagnostics or monitoring tools (e.g., whole-body MRI, glucose biosensors) without adequate medical guidance. The page does not provide clinical context for when these tools are appropriate. Misleading discount framing could lead to unnecessary medical spending. • Standards Required: Higher standards of transparency, medical disclaimers, and clear guidance on appropriate use of health diagnostic tools are warranted. The page should ideally include disclaimers that partner products are not medical advice and that users should consult healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear and organized presentation of partner benefits with specific discount amounts, Logical user flow from value proposition to partner listing to how-it-works to FAQ, FAQ section addresses practical eligibility and access questions, Multiple CTAs for both existing subscribers (Log in) and prospects (Join Hims) • Weaknesses: Very thin written content relative to the page's health-adjacent subject matter, No explanation of why specific partners were chosen or how they relate to health outcomes, No medical disclaimers or guidance on appropriate use of health diagnostic tools, Partner descriptions are marketing copy without substantive information about the products/services, No pricing transparency for the Hims subscription itself that unlocks these benefits • Mc Description: The main content is a subscriber benefits hub listing partner discounts across health diagnostics (Prenuvo MRI, Stelo glucose monitor), nutrition (HelloFresh, Factor), fitness (MyFitnessPal, iFIT, Ladder), and sleep (Eight Sleep). It includes a value proposition section, partner cards with discount details, a 4-step enrollment process, and FAQ. The content is primarily promotional and transactional.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Widely covered by major media outlets including Forbes, WSJ, and health publications as a leading telehealth provider'} • {'source': 'Partnerships with regulated/established companies: Dexcom (NYSE: DXCM), Prenuvo, MyFitnessPal, Eight Sleep'} • {'source': 'Licensed telehealth platform operating across multiple US states with state medical board compliance'} • {'source': 'Consumer Health Data Privacy Policy and Telehealth Consent disclosures indicate regulatory compliance awareness'}

Trust Analysis

Transparency: Moderate transparency. The company identity is clear (Hims & Hers Health, Inc.), legal policies are linked, and the commercial nature of the page is evident. However, the page lacks direct contact information, individual authorship, and clinical disclaimers for health-related partner products. The subscription requirement for benefits access is disclosed but the cost of that subscription is not mentioned on this page. • Trust Factors: Publicly traded company with SEC reporting obligations, Established brand with years of operation in regulated telehealth space, Legal disclosures present: Terms & Conditions, Privacy Policy, Consumer Health Data Privacy Policy, Trademark disclosures and copyright notices present, Partnerships with well-known, reputable brands add credibility, Structured data and professional technical implementation, App available on iOS and Android with app store presence • Distrust Factors: No contact information visible on this specific page, No author or medical professional attribution, No about page link in extracted content, Promotional nature of content without independent validation, Health-related partner products promoted without clinical disclaimers, Discount terms and conditions not fully visible in page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Digital Health', 'headquarters': 'San Francisco, CA', 'stock_ticker': 'HIMS (NYSE)', 'regulatory_status': 'Licensed telehealth platform, publicly traded'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: The meta description contains '*THIS PAGE SHOULD BE INDEXED' which is an unusual internal note that should not appear in production meta descriptions—suggests a workflow/QA issue rather than spam

Deception Analysis

Severity: none • Deception Details: The page is straightforwardly a commercial benefits/perks page for Hims subscribers. The purpose is clear, the partner relationships appear genuine, and the discount offers are specific and verifiable. The promotional tone is expected for this type of page. The meta description note '*THIS PAGE SHOULD BE INDEXED' is an internal workflow artifact that leaked into production but is not deceptive to users. No hidden content, cloaking, or misleading design patterns are evident.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful to individuals or groups. It promotes legitimate partner products and services from established companies. The health-related products (MRI scans, glucose monitors) are real, FDA-cleared or regulated products. There is no misinformation, hate speech, or dangerous advice. Minor concern exists around promoting health diagnostics without clinical context, but this does not rise to the level of harmful content.

Ads Analysis

Ad Placement: The page is flagged as having ads, but given the nature of the page (a benefits/partner hub), the 'ads' likely refer to promotional content for partner brands (Prenuvo, HelloFresh, Eight Sleep, etc.) which are integral to the page's purpose rather than third-party display advertising. These are presented as subscriber benefits rather than intrusive advertisements. • User Experience Impact: The promotional partner content is the core purpose of the page and does not obstruct the user experience. The layout appears clean with partner cards organized in a grid. No pop-ups, interstitials, or obstructive ad formats are evident from the content analysis.

Recommendations

Critical Issues

• Meta description contains internal workflow note '*THIS PAGE SHOULD BE INDEXED' that has leaked into production and is visible to search engines and users

• Health-related partner products (whole-body MRI, glucose biosensors, GLP-1 coaching) are promoted without any clinical disclaimers or guidance on appropriate use, which is a concern for a YMYL health context

Improvements

• Remove the internal note '*THIS PAGE SHOULD BE INDEXED' from the meta description immediately—this is a production error that appears to users and search engines

• Add contact information (phone, email, or chat link) to the page for user support and trust signals

• Include medical disclaimers clarifying that partner health products (MRI scans, glucose monitors) are not substitutes for medical advice and users should consult healthcare providers

• Add an explicit link to the About page and company information to improve E-E-A-T signals

• Provide clearer terms and conditions for each partner offer, including expiration dates and eligibility restrictions

• Add the subscription cost or a link to pricing so users understand the full value proposition

• Consider adding testimonials or case studies from subscribers who have used partner benefits to demonstrate real-world experience

Strengths

• Clear, organized presentation of partner benefits with specific, actionable discount amounts

• Strong brand authority from publicly traded company status and established telehealth reputation

• Professional technical implementation with structured data, responsive design, and proper legal disclosures

• Partnerships with well-known, reputable brands (Dexcom, Prenuvo, MyFitnessPal) that lend credibility

• Effective user flow with clear CTAs for both existing subscribers and prospects, plus helpful FAQ section

8 http://hims.com/blog 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:53

Scores at a Glance

62	PQ Score	63	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	65	Trust	55	Content Effort	60	Originality
65	Skill	60	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a blog index/hub for health-related articles covering sex, hair, mental health, weight loss, and general health topics, helping users find relevant health information articles. • Rating Justification: The page is a blog index for a legitimate telehealth company with named authors including medical professionals. It serves a clear informational purpose and links to health content. However, it is primarily a navigation/index page with minimal standalone content (84 words of actual content), and the commercial nature of the parent site creates potential bias. The page meets basic quality standards but is not exceptional.

E-E-A-T

Overall	63
Experience	55
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Named authors with credentials including MDs, Associated with established telehealth company, Has About page and editorial standards, Covers medically relevant topics with apparent expert oversight • Key Weaknesses: No author bios visible on the blog index page, No contact information directly on this page, Commercial motivation may influence content direction, Limited transparency about editorial review process on this specific page • Trust Evidence: The site has an About page, contact information referenced in footer, editorial standards mentioned, and medical expert credentials listed. However, the blog page itself lacks direct contact info display and individual article author bios are not visible on this index page. • Expertise Evidence: Several condition guide authors have MD credentials (Felix Gussone MD, Darragh O'Carroll MD, Peter J. Stahl MD). The site references editorial standards and medical experts. Content covers health topics including sexual health, hair loss, mental health, and weight loss with apparent medical oversight. • Experience Evidence: The blog index page features articles written by named authors (Erica Garza, Corinne O'Keefe Osborn, Geoffrey C. Whittaker, Grace Gallagher, Lauren Panoff, Felix Gussone MD, Darragh O'Carroll MD, Peter J. Stahl MD, Melissa Lavigne-Delville) suggesting real contributors with relevant backgrounds. Medical doctors are listed as authors for condition guides. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with significant brand recognition. The site has an About page, references medical experts, and has editorial standards. The blog is associated with a licensed healthcare provider platform.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page is a health information blog index covering medical topics including erectile dysfunction, hair loss, mental health, weight loss, and testosterone. These topics directly relate to physical and mental health decisions that could impact user wellbeing. • Potential Harm: Users may make health decisions based on linked articles. Inaccurate or misleading health information could lead to delayed treatment, inappropriate self-medication, or other health harms. • Standards Required: High standards of medical accuracy, clear author credentials, transparent editorial review, and appropriate disclaimers are required. Content should recommend professional medical consultation.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear categorization of health topics, Named authors with some MD credentials, Descriptive article summaries, Organized sections for different content types, Includes original research/study references • Weaknesses: Very short standalone content (84 words), Index page provides minimal substantive health information itself, No editorial policy or review process visible, No date stamps visible on article listings in excerpt • Mc Description: The main content is a blog index page titled 'Good Health by Hims' featuring categorized health articles with author names, brief descriptions, and links. Categories include Latest articles, Condition Guides, and Lifestyle Guides covering sexual health, hair, mental health, weight loss, and general health topics.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is a publicly traded company (NYSE: HIMS) with significant media coverage'} • {'source': 'Licensed telehealth platform operating in regulated healthcare space'} • {'source': 'References to editorial standards and medical expert review process'} • {'source': "Named MD authors (Felix Gussone MD, Darragh O'Carroll MD, Peter J. Stahl MD) lend credibility"}

Trust Analysis

Transparency: Moderate transparency - the company is publicly known and authors are named, but the editorial process and potential conflicts of interest between health content and product sales are not clearly disclosed on this page. • Trust Factors: Publicly traded company with regulatory oversight, Named medical doctor authors, About page present, Editorial standards referenced, Established brand in telehealth space, Multiple named authors with verifiable credentials • Distrust Factors: No contact information directly on this page, No author bios on index page, Commercial motivation to promote Hims products/services, Health content from company selling health products creates potential conflict of interest

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'medical_staff': "Multiple MD authors listed including Felix Gussone MD, Darragh O'Carroll MD, Peter J. Stahl MD"}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page has very short word count (84 words) which could indicate thin content, but this is an index page by design

Deception Analysis

Severity: none • Deception Details: No significant deceptive elements identified. The page clearly presents itself as a health blog from Hims. The commercial nature of the parent company is not hidden. Navigation and content are clearly organized.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified on this index page. The page links to health information articles which could potentially contain inaccurate medical advice, but the index itself does not contain harmful content.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata. Given this is a commercial telehealth company's blog, promotional content for Hims products is likely integrated throughout. The navigation prominently features product links. • User Experience Impact: The commercial nature of the site means health content may be intertwined with product promotion, but the blog index itself appears to present content in a user-friendly manner without obvious obstructive advertising.

Recommendations

Critical Issues

• Potential conflict of interest between health content creation and commercial product sales not clearly disclosed

• No contact information visible on this page despite being a YMYL health content page

Improvements

• Add visible contact information and editorial policy link directly on the blog index page

• Include brief author bio snippets or credential indicators on article listings

• Add clear disclosure about the relationship between editorial content and Hims products/services

• Include publication dates on article listings for freshness signals

• Add a visible medical review/editorial standards statement on the blog index

• Consider adding a disclaimer that content is for informational purposes and not a substitute for professional medical advice

Strengths

• Named authors with verifiable MD credentials for medical content

• Well-organized content categories covering relevant health topics

• Associated with established, publicly traded telehealth company

• Includes original research and study references

• Clear page purpose and navigation structure

9 http://hims.com/blog/a-complete-guide-cialis-tadalafil-side-effects 62

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 06:02

Scores at a Glance

62	PQ Score	68	E-E-A-T Overall	62	Experience	72	Expertise
68	Authoritativeness	70	Trust	60	Content Effort	58	Originality
65	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about Cialis (tadalafil) including its uses, mechanism of action, dosing, effectiveness, cost, side effects, and drug interactions. It partially meets this purpose with reasonable coverage but lacks the depth and citation transparency expected of a 'complete guide' on a prescription medication. • Rating Justification: The page is produced by a legitimate telehealth company with a named medical reviewer and demonstrates reasonable medical expertise. However, the 588-word count is insufficient for a page titled 'A Complete Guide' on a YMYL health topic. The content has clear commercial intent (promoting Hims pricing and products), lacks visible source citations, and the author lacks displayed credentials. The medical review adds credibility but the overall depth is below what high-quality YMYL health content requires.

E-E-A-T

Overall	68
Experience	62
Expertise	72
Authoritativeness	68
Trust	70

E-E-A-T Analysis

Key Strengths: Named medical reviewer (Martin Miner, MD) with MedicalWebPage schema, Expert quote from Dr. Peter J. Stahl, MD, SVP at Hims & Hers, Content regularly updated (last modified January 2025), Comprehensive coverage of dosing, side effects, drug interactions, and efficacy, Published by a legitimate, publicly traded telehealth company • Key Weaknesses: No visible author bio or credentials for writer Erica Garza on this page, Commercial conflict of interest: article promotes Hims products and pricing, No inline citations or reference list linking to source studies, Medical reviewer credentials not detailed on the page itself, Word count of 588 is low for a 'complete guide' on a YMYL health topic • Trust Evidence: The page has structured data with MedicalWebPage schema, a named medical reviewer (Martin Miner, MD), publication and update dates (last updated 01/30/2025), and is hosted on a legitimate telehealth company domain. Has About page. No contact info visible on this page. The site sells ED medications, creating a commercial conflict of interest that must be noted. The article promotes Hims products and pricing within the content. • Expertise Evidence: The article is reviewed by Martin Miner, MD, and written by Erica Garza. Medical reviewer credentials are noted in structured data. Content demonstrates solid understanding of PDE5 inhibitor pharmacology, dosing protocols, drug interactions, and side effect profiles. References a 2008 review of studies and a meta-analysis on tadalafil efficacy. Structured data uses MedicalWebPage schema type, indicating awareness of medical content standards. • Experience Evidence: The article includes a quote from Dr. Peter J. Stahl, MD, SVP of Men's Sexual Health & Urology at Hims & Hers, providing first-hand clinical perspective. The content reflects practical patient-facing experience with dosing guidance and real-world usage scenarios. However, the primary author (Erica Garza) appears to be a health writer rather than a medical professional with direct clinical experience. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The blog is associated with a licensed healthcare platform. The article cites clinical studies and includes a named medical reviewer. However, the page lacks visible citations/references section with direct links to source studies, reducing verifiable authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides detailed medical information about a prescription medication (tadalafil/Cialis), including dosing instructions, side effects, drug interactions, and efficacy data. Users may make health decisions based on this content, including whether to seek a prescription or how to use the medication. • Potential Harm: Inaccurate dosing information, incomplete drug interaction warnings, or misleading efficacy claims could lead users to misuse a prescription medication, delay seeking proper medical care, or experience adverse drug interactions. The page also promotes commercial purchase of the medication. • Standards Required: High standards of medical accuracy, transparent sourcing with citations to peer-reviewed literature, clear credentials for both author and reviewer, disclosure of commercial relationships, and comprehensive safety information including contraindications.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Well-organized with clear table of contents and logical section flow, Includes practical information users need (dosing, cost, how to take), Medical reviewer attribution adds credibility, Covers both common and serious side effects with appropriate context, Drug interaction section covers key interactions (nitrates implied, alpha-blockers, other PDE5 inhibitors) • Weaknesses: 588 words is insufficient for a 'complete guide' on a prescription medication, No contraindications section (critical for patient safety), No visible references or citations to support medical claims, Commercial pricing information integrated into medical content creates bias, Missing information on who should NOT take Cialis (e.g., nitrate users, severe heart disease) • Mc Description: The main content is a health information article about Cialis (tadalafil) covering its definition, mechanism of action, dosing instructions, common uses, efficacy data, cost information, side effects, drug interactions, and tips to avoid side effects. It is structured with a table of contents and multiple H2 sections.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company on NYSE (ticker: HIMS), providing verifiable corporate accountability'} • {'source': 'The company operates as a licensed telehealth platform with state-by-state medical licensing requirements'} • {'source': 'Hims & Hers has received significant press coverage in major financial and health publications'} • {'source': 'MedicalWebPage schema with named medical reviewer (Martin Miner, MD) indicates adherence to health content standards'}

Trust Analysis

Transparency: Moderate transparency. The commercial relationship between the content and the products sold is implicit but not explicitly disclosed as a conflict of interest. The medical reviewer is named but their credentials and relationship to the company are not detailed on the page. The author is identified by name but without credentials or bio. • Trust Factors: Published by a publicly traded, regulated telehealth company, Named medical reviewer with MD credentials, Content regularly updated (January 2025), Structured data transparency with MedicalWebPage schema, Expert physician quote from company's SVP of Men's Sexual Health, Has About page • Distrust Factors: No contact information visible on the page, No author bio or credentials displayed for writer Erica Garza, Strong commercial conflict of interest (selling the medication being reviewed), No visible citations or references to source studies, Medical reviewer credentials not detailed on the page

Creator

Creator Identified	Yes
Creator Type	organization
Credentials	{'author': 'Erica Garza (writer)', 'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Martin Miner, MD', 'expert_contributor': "Dr. Peter J. Stahl, MD, SVP of Men's Sexual Health & Urology at Hims & Hers"}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for the topic, Regular update cadence suggests ongoing editorial investment

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive. It is clearly a health information article from a telehealth company that also sells the medication discussed. The commercial intent is implicit in the pricing section and CTAs but is not hidden. The medical information provided is generally accurate. The title 'Complete Guide' slightly overpromises given the content depth, but this is a common marketing convention rather than intentional deception.

Harm Analysis

Severity: low • Harm Details: The content does not appear intentionally harmful. It provides generally accurate information about a legitimate prescription medication. The omission of contraindications (particularly nitrate drug interactions, which can be life-threatening) is a notable gap but appears to be an oversight rather than intentional deception. The commercial framing is transparent.

Ads Analysis

Ad Placement: The page contains promotional content for Hims products integrated within the article (pricing section, CTAs like 'Learn more' and 'Enjoy sex like you used to'). There is also a fixed promotional banner at the top of the page. These are first-party promotional elements rather than third-party display ads. • User Experience Impact: The promotional elements are integrated into the content flow and do not appear to obstruct the main content. However, the blending of commercial CTAs with medical information may reduce perceived objectivity and could influence users toward purchasing decisions.

Recommendations

Critical Issues

• Missing contraindications section - particularly the dangerous interaction between tadalafil and nitrate medications is not mentioned, which is a critical patient safety omission for a YMYL health page

• No visible citations or references to support medical claims, making it impossible for users to verify the accuracy of statistics and study findings cited

Improvements

• Add a comprehensive contraindications section, especially covering nitrate drug interactions (life-threatening combination) and cardiovascular contraindications

• Include a visible references/citations section with links to the peer-reviewed studies mentioned in the text

• Add a detailed author bio for Erica Garza with her credentials and health writing background

• Expand content depth significantly - 588 words is insufficient for a 'complete guide' on a prescription medication

• Add medical reviewer credentials and their relationship to Hims & Hers for transparency

• Include an explicit conflict of interest disclosure noting that Hims sells the medication being reviewed

• Add contact information or link to medical team contact for user questions

Strengths

• Named medical reviewer (Martin Miner, MD) with MedicalWebPage structured data schema

• Published by a publicly traded, regulated telehealth company with verifiable corporate accountability

• Comprehensive structured data including detailed side effects and drug interaction lists

• Expert physician quote from company's SVP of Men's Sexual Health adds authentic clinical perspective

• Content regularly updated (January 2025) demonstrating ongoing editorial maintenance

• Clear, accessible writing with logical organization and table of contents

10 http://hims.com/blog/daily-cialis-costs-benefits 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 06:01

Scores at a Glance

62	PQ Score	67	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	65	Content Effort	60	Originality
68	Skill	78	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about daily Cialis (tadalafil) — its mechanism, dosage, benefits, risks, and alternatives — while also serving as a commercial funnel for Hims's ED treatment services. • Rating Justification: The page provides medically reviewed, accurate information about daily Cialis with clear structure, named author and reviewer, and relevant clinical data. However, the commercial context (Hims sells tadalafil), relatively short content length, lack of contact info, and the inherent conflict of interest prevent it from reaching High quality. The medical review and accurate content push it above Medium.

E-E-A-T

Overall	67
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Medical review by named, credentialed physician (Felix Gussone, MD), Accurate clinical information with cited efficacy statistics, Structured data implementing MedicalWebPage schema, Clear author attribution with linked author profile, Content updated recently (May 2025) • Key Weaknesses: Significant commercial conflict of interest — Hims sells the product being reviewed, No contact information visible on the page, Author (Geoffrey C. Whittaker) appears to be a content writer, not a medical professional, Word count of 588 is relatively low for a comprehensive medical topic, OpinionNewsArticle schema type is unusual for a medical information page • Trust Evidence: Medical review by a named MD (Felix Gussone, MD) with review date. Structured data includes MedicalWebPage schema. Content is accurate and does not make unsupported claims. However, the page lacks direct contact information, and the commercial context (Hims sells tadalafil) creates a potential conflict of interest. No contact info detected on the page. • Expertise Evidence: The article is medically reviewed by Felix Gussone, MD, which adds professional expertise. Content accurately describes PDE5 inhibitor mechanisms, dosage differences (2.5mg vs 5mg daily vs 10mg/20mg as-needed), half-life concepts, and clinical trial data (57% vs 49% placebo efficacy). The structured data confirms MD review with a recent review date of 2025-05-21. • Experience Evidence: The content is written by Geoffrey C. Whittaker and reviewed by Felix Gussone, MD. The article demonstrates familiarity with the subject matter through practical discussion of dosing schedules, lifestyle considerations, and patient-relevant scenarios. However, there is no direct patient experience or first-person clinical experience described. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (HIMS on NYSE) with established brand recognition in men's health. The blog is branded 'Good Health by Hims.' The article cites clinical trial data and references FDA-approved uses. The publisher is a known entity in the healthcare/telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses a prescription medication (tadalafil/Cialis) for erectile dysfunction, including dosing information, drug interactions, side effects, contraindications, and comparisons with other medications. This is clearly YMYL health content that could directly affect a user's health decisions. • Potential Harm: Users could make incorrect decisions about medication use, dosing, or drug interactions based on this content. The commercial context could bias users toward purchasing a product that may not be appropriate for their situation. • Standards Required: High standards of medical accuracy, clear disclosure of commercial relationships, prominent medical review credentials, and strong recommendations to consult healthcare providers are required.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical structure with table of contents, Medically reviewed by a named physician, Includes clinical trial efficacy data, Covers both benefits and risks/drawbacks fairly, Includes practical decision-making guidance for users • Weaknesses: Reported word count of 588 is very low for the breadth of topics covered, Commercial bias is present throughout — the page promotes Hims's services, No explicit disclosure of conflict of interest, The OpinionNewsArticle schema classification is inappropriate for medical content • Mc Description: The main content is a medically reviewed article explaining daily Cialis (tadalafil) — what it is, how it works, dosing, benefits, risks, side effects, drug interactions, and alternatives. It is written for men considering ED treatment options.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage'} • {'source': 'Hims operates as a licensed telehealth platform with state-by-state medical licensing'} • {'source': 'The brand has been covered by major publications including Forbes, WSJ, and health media outlets'} • {'source': 'Medical reviewer Felix Gussone, MD is a verifiable medical professional'}

Trust Analysis

Transparency: Partial transparency — author and medical reviewer are named, but the commercial relationship between the content and Hims's product sales is not explicitly disclosed within the article. The site is clearly a commercial telehealth platform, which sophisticated users would recognize, but the conflict of interest is not directly stated. • Trust Factors: Named medical reviewer with MD credentials and recent review date, Named author with linked author profile page, Publicly traded company with regulatory oversight, Accurate medical information consistent with FDA labeling, Structured data implementing MedicalWebPage schema, About page exists for the website • Distrust Factors: No contact information on the page, Significant commercial conflict of interest — Hims sells the exact product discussed, OpinionNewsArticle schema applied to medical content is misleading, No explicit disclosure of commercial relationship within the article, CTAs to purchase Hims products embedded in medical content

Creator

Creator Identified	Yes
Creator Type	organization
Credentials	{'author': 'Geoffrey C. Whittaker (content writer)', 'organization': 'Hims & Hers Health, Inc.', 'publisher_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None identified — content appears to be original, purposefully written medical content

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in a meaningful sense. It is clearly a commercial health blog from a telehealth company. The medical information provided is accurate. The OpinionNewsArticle schema is technically misleading (medical facts presented as opinion), but this is a technical implementation issue rather than intentional user deception. The commercial intent is evident from the site branding.

Harm Analysis

Severity: none • Harm Details: The content does not appear harmful. It accurately describes a prescription medication, includes appropriate caveats about consulting healthcare providers, and does not make dangerous or unsupported claims. The commercial context creates a mild bias but does not rise to the level of harmful misinformation.

Ads Analysis

Ad Placement: The page contains promotional content for Hims's own ED treatment services (CTAs like 'Spontaneous sex for less than $2/day' and 'Get started'). These are native/integrated promotions rather than third-party display ads. There is also a promotional banner at the top of the page. • User Experience Impact: The promotional elements are integrated into the page design and do not appear to obstruct the main content. However, they do create a commercial bias that affects the editorial independence of the medical content.

Recommendations

Critical Issues

• No explicit conflict of interest disclosure despite Hims selling the exact medication discussed

• OpinionNewsArticle schema type is inappropriate and potentially misleading for factual medical content

Improvements

• Add explicit disclosure of the commercial relationship between the content and Hims's tadalafil products

• Expand content length to more thoroughly cover all topics listed in the table of contents

• Add contact information to the page or ensure it is easily accessible from the page

• Change the OpinionNewsArticle schema to a more appropriate type (e.g., MedicalWebPage or Article) for medical factual content

• Include references/citations to the clinical studies mentioned (e.g., the 57% vs 49% efficacy data)

• Add more detailed information about drug interactions given the YMYL nature of the content

Strengths

• Medical review by named, credentialed physician with recent review date

• Accurate clinical information including dosing, mechanism, and efficacy data

• Clear structure with table of contents and logical organization

• Published by a reputable, publicly traded telehealth company with regulatory oversight

• Content covers both benefits and risks/drawbacks in a balanced manner

11 http://hims.com/blog/hair 55

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:51

Scores at a Glance

52	PQ Score	62	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	60	Trust	45	Content Effort	50	Originality
60	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a category index for hair health articles, organizing content into Latest articles, Condition Guides, and Lifestyle Guides sections for users seeking hair health information. • Rating Justification: This is a blog category/index page for hair health content on Hims.com. It serves as a navigation hub linking to articles. The page itself has very little original content (88 words) but links to substantive articles written by credentialed authors. The site is from a legitimate telehealth company with commercial interests. The page meets its basic purpose as a content hub but lacks depth as a standalone page.

E-E-A-T

Overall	62
Experience	55
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical authors (MD credentials) for condition guides, Established telehealth brand with public company status, Editorial standards page referenced, Clear categorization of content types • Key Weaknesses: No author info displayed on the category page itself, No contact information on this specific page, Commercial bias as Hims sells hair loss treatments, Very thin original content on the index page (88 words), No structured data markup • Trust Evidence: The page has an About page and references editorial standards. However, there is no direct contact info on this page, no author bio visible on the index page itself, and the content is primarily a navigation/listing page. The company has a commercial interest in the topics covered. • Expertise Evidence: Several condition guide articles are written by Knox Beasley MD and Lynn Marie Morski MD JD, indicating medical expertise. Lifestyle guides also carry named authors. The site has an editorial standards page referenced in the footer. • Experience Evidence: Articles are attributed to named writers (Grace Gallagher, Geoffrey C. Whittaker, Lauren Panoff, Knox Beasley MD, Lynn Marie Morski MD JD), suggesting real authors with relevant backgrounds. However, the page itself is a category/index page with minimal original content. • Authoritativeness Evidence: Hims is a publicly traded telehealth company with significant brand recognition. The blog covers hair health topics with medically credentialed authors. The site links to an 'About the Company' and 'Medical Experts' section.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hair health content, particularly articles about hair loss treatments, medications like finasteride, minoxidil, and medical conditions like androgenetic alopecia and telogen effluvium, falls squarely within YMYL health content. Users may make health decisions based on this information. • Potential Harm: Users could make decisions about hair loss medications (finasteride, minoxidil) based on content here. Inaccurate medical information could lead to inappropriate self-treatment or delay in seeking proper medical care. • Standards Required: High E-E-A-T standards required. Medical content should be written or reviewed by qualified healthcare professionals, be accurate, up-to-date, and include appropriate disclaimers.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organizational structure, Named authors with credentials visible, Diverse range of hair health topics covered, Includes both condition-specific and lifestyle content • Weaknesses: Extremely thin original content (88 words), No introductory text explaining the section or its value, No structured data for article listings, Meta description is very generic ('All about hair, here.') • Mc Description: The main content is a category index page with 88 words of original text, organizing hair health articles into three sections: Latest articles, Condition Guides, and Lifestyle Guides. It displays article cards with titles, author names, and brief descriptions.

Trust & Reputation

Trust Level	medium

Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is a publicly traded company (NYSE: HIMS) with significant media coverage'} • {'source': "Company has an 'About Us' page and references medical experts and editorial standards"} • {'source': 'Articles attributed to named MDs (Knox Beasley MD, Lynn Marie Morski MD JD) suggesting legitimate medical review process'} • {'source': 'Telehealth company regulated by healthcare authorities with licensed providers'}

Trust Analysis

Transparency: Moderate transparency - the company is publicly known, authors are named in articles, but the category page itself lacks transparency about who curates it or editorial policies. • Trust Factors: Publicly traded company with regulatory oversight, Named medical authors with credentials, Editorial standards page referenced, About page present, Established brand in telehealth space • Distrust Factors: No contact information on this page, No author info on category page itself, Commercial interest in promoting hair loss products/services, No structured data or schema markup, Very sparse page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'medical_team': 'Named MDs and medical professionals as content authors'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short page content (88 words) could indicate thin content, Heavy JavaScript rendering may obscure content

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page clearly presents itself as a hair health blog category page from Hims. The commercial nature of the site is apparent. Navigation and content are clearly organized.

Harm Analysis

Severity: none • Harm Details: No harmful content detected on this index page. The page links to hair health articles which appear to be written by credentialed authors. No misleading claims are made on the index page itself.

Ads Analysis

Ad Placement: The page has ads present (indicated in page structure). As a commercial telehealth site, promotional content for Hims products is integrated into the navigation and site design, which is expected for this type of site. • User Experience Impact: Ads/promotional content appear to be integrated into the site design rather than being disruptive interstitials. The navigation prominently features Hims products which serves a dual commercial/informational purpose.

Recommendations

Critical Issues

• Extremely thin original content on the index page (88 words) for a YMYL health topic

• No contact information visible on this page

• No structured data markup despite being a health content hub

Improvements

• Add substantive introductory content to the category page explaining the scope and editorial approach to hair health coverage

• Display author credentials and editorial team information on the category page itself

• Implement structured data (Schema.org Article, MedicalWebPage) for better search engine understanding

• Add contact information or link to contact page prominently

• Include publication/update dates on article cards in the index

• Add a clear disclaimer about the commercial relationship between editorial content and Hims products

• Improve meta description beyond 'All about hair, here.' to be more descriptive and useful

Strengths

• Legitimate publicly traded telehealth company with regulatory oversight

• Articles written by named medical professionals (MDs) providing credibility

• Clear content organization into categories (Latest, Condition Guides, Lifestyle Guides)

• Diverse range of hair health topics covered addressing user needs

• Professional site design with clear navigation

12 http://hims.com/blog/is-cialis-over-the-counter 71

Confidence: 0.78 Should Rank Analysed: 18 Jun 2026 06:01

Scores at a Glance

72	PQ Score	68	E-E-A-T Overall	55	Experience	72	Expertise
68	Authoritativeness	74	Trust	75	Content Effort	65	Originality
72	Skill	82	Accuracy	74	Reputation		

Page Quality

PQ Rating	high
PQ Score	72

PQ Analysis

Meets Purpose: True • Purpose Description: The page answers the user query 'Is Cialis over-the-counter?' comprehensively, explaining prescription requirements, how to obtain a prescription, age eligibility, risks of OTC substitutes, and alternative access pathways including online consultations. • Rating Justification: The page is a well-structured, medically reviewed health article on a YMYL topic (prescription medication access). It has a named medical reviewer, cited sources, editorial standards, and is produced by a reputable telehealth company. The content is accurate, helpful, and regularly maintained. The primary weakness is the inherent commercial conflict of interest (Hims sells the product being discussed) and the lack of visible author credentials. These factors prevent a 'highest' rating but the page clearly meets 'high' quality standards.

E-E-A-T

Overall	68
Experience	55
Expertise	72
Authoritativeness	68
Trust	74

E-E-A-T Analysis

Key Strengths: Medical review by a named, credentialed physician (Felix Gussone, MD), 10 peer-reviewed and authoritative sources cited, Clear editorial standards and medical disclaimer, Published by a publicly traded, regulated telehealth company, Structured data (MedicalWebPage schema) implemented correctly, Content regularly updated (last updated May 2025) • Key Weaknesses: Author (Geoffrey C. Whittaker) credentials not visible in the extracted content — unclear if he has medical or health journalism background, No direct contact information on the page itself, The page serves a commercial purpose (driving users to Hims consultations), creating a potential conflict of interest, Author bio details absent from the main content excerpt • Trust Evidence: The page includes a medical reviewer (Felix Gussone, MD), an author (Geoffrey C. Whittaker), publication and update dates (originally 2019, updated May 2025), 10 cited sources with links, editorial standards disclosure, and a disclaimer that the article is not a substitute for medical advice. Structured data uses MedicalWebPage schema. The site is operated by a publicly traded company. No contact info is directly visible on this page, though the company has public contact channels. • Expertise Evidence: The article is medically reviewed by Felix Gussone, MD, which adds a layer of professional expertise. The content accurately describes Cialis as a PDE5 inhibitor, explains vasodilation mechanisms, discusses prescription requirements, side effects, drug interactions (nitrates), and references FDA-approved uses. Ten sources are cited, including PubMed studies, FDA drug labels, and NIDDK. The structured data confirms MedicalWebPage schema with a physician reviewer. • Experience Evidence: The content is written by Geoffrey C. Whittaker and reviewed by Felix Gussone, MD. The article reflects practical knowledge about accessing Cialis in the U.S., including online consultation pathways offered by Hims itself. However, there is no disclosed personal patient experience or first-hand clinical experience described. The author bio is not visible in the extracted content. • Authoritativeness Evidence: Hims & Hers (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The blog is branded 'Good Health by Hims.' The article cites authoritative sources including FDA drug labels, NIH/NIDDK, PubMed-indexed studies, and GOV.UK regulatory announcements. The site has an About page and editorial standards disclosure.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses a prescription medication (Cialis/tadalafil) used to treat erectile dysfunction, including how to obtain it, its mechanism of action, side effects, drug interactions (nitrates), and risks of unregulated OTC substitutes. Decisions made based on this content could directly affect a user's physical health and safety. • Potential Harm: Users could be misled about medication safety, drug interactions (e.g., nitrates + tadalafil can cause dangerous blood pressure drops), or be directed toward unsafe OTC substitutes. Incorrect information could lead to serious adverse health events. • Standards Required: Highest E-E-A-T standards required: medical expertise, authoritative sourcing, physician review, accurate and up-to-date information, clear disclaimers, and transparency about commercial relationships.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	excellent
Length Adequate	Yes

MC Analysis

Strengths: Directly answers the user's question in the opening paragraph, Covers multiple related sub-questions (age eligibility, OTC risks, how to get a prescription), Includes actionable next steps for users, Cites 10 authoritative sources, Medically reviewed and recently updated, Includes international context (UK OTC availability), Clear medical disclaimer at the bottom • Weaknesses: The article is published on a commercial platform that sells the product being discussed, which may bias recommendations toward online consultations, The 'OpinionNewsArticle' schema type is inconsistent with the factual medical information presented, Some sections feel promotional (e.g., repeated mentions of Hims consultations and 'hard mints'), Word count listed as 588 seems to undercount the actual content, suggesting possible rendering issues in the metadata • Mc Description: The main content is a comprehensive health article answering whether Cialis is available over the counter in the U.S. It covers: the prescription requirement and exceptions, why a prescription is needed, how to obtain one (PCP, urologist, online), age eligibility, risks of OTC substitutes, and a summary with key takeaways. The content is organized with clear H2 headings, a table of contents, and cited sources.

Trust & Reputation

Trust Level	high
Reputation Score	74
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting requirements and public financial scrutiny'} • {'source': 'The company is a licensed telehealth provider operating under state medical board regulations across the U.S.'} • {'source': 'Hims has received significant mainstream media coverage (Forbes, WSJ, NYT) as a major telehealth brand'} • {'source': 'The site implements MedicalWebPage structured data with physician reviewer attribution, consistent with health publishing standards'} • {'source': 'Editorial standards page is present, disclosing sourcing guidelines and review processes'}

Trust Analysis

Transparency: The page is reasonably transparent about its commercial nature as a telehealth company blog. It discloses the medical reviewer, author, publication dates, and editorial standards. However, the commercial relationship between the content and the products being recommended could be more explicitly disclosed to readers. • Trust Factors: Publicly traded company with regulatory oversight, Named medical reviewer with MD credentials (Felix Gussone, MD), Named author (Geoffrey C. Whittaker) with author profile page, 10 peer-reviewed and authoritative sources cited with links, Clear medical disclaimer and editorial standards disclosure, Content regularly updated (May 2025), About page present, Structured data correctly implemented • Distrust Factors: No direct contact information visible on the page, Strong commercial conflict of interest — the site sells the medication being discussed, Author credentials not clearly displayed in the content, Use of 'OpinionNewsArticle' schema for what is presented as factual medical information is inconsistent, Promotional mentions of Hims-specific products (hard mints) within what appears to be an informational article

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey C. Whittaker', 'company_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Felix Gussone, MD', 'editorial_standards': 'Disclosed on site'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and human-written with brand voice, Sources are properly cited and verifiable, Regular updates suggest ongoing editorial maintenance

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly identifies itself as a Hims blog post, discloses the medical reviewer and author, and includes a medical disclaimer. The commercial intent (driving users to Hims consultations) is implicit but not hidden — the site's identity as a telehealth company is clear. The use of 'OpinionNewsArticle' schema is technically inconsistent but does not appear to be an intentional deception. The main content is accessible and not obstructed by ads or interstitials.

Harm Analysis

Severity: none • Harm Details: The content does not appear harmful. It accurately warns users about the dangers of OTC Cialis substitutes, correctly identifies drug interactions (nitrates), and consistently recommends consulting healthcare professionals. The commercial nature of the site (selling ED medications) creates a potential bias but does not rise to the level of harmful misinformation.

Ads Analysis

Ad Placement: The page contains promotional elements for Hims products (CTAs for online consultations, mentions of specific Hims products like 'hard mints') integrated within the content. These are native/internal promotions rather than third-party display ads. A promotional banner appears to be present at the top of the page. • User Experience Impact: The promotional elements are relatively well-integrated and do not appear to obstruct the main content. The CTAs are contextually relevant to the topic. However, the blending of editorial content with commercial promotion could be seen as reducing the objectivity of the information presented.

Recommendations

Critical Issues

• Commercial conflict of interest is not explicitly disclosed — the article recommends Hims consultations while being published by Hims, which could undermine trust with sophisticated users and quality raters

• The 'OpinionNewsArticle' schema type is inappropriate for medical information content and could cause confusion about the nature of the content

Improvements

• Add a visible author bio with Geoffrey C. Whittaker's credentials and background in health writing to strengthen E-E-A-T signals

• Change the structured data schema from 'OpinionNewsArticle' to 'MedicalWebPage' or 'Article' consistently — the current dual schema with OpinionNewsArticle is inconsistent with the factual medical content

• Add a clear disclosure statement about the commercial relationship between the content and Hims' products/services to improve transparency

• Include direct contact information or a clear link to customer support on the page

• Expand the section on why Cialis hasn't moved to OTC status in the U.S. with more specific regulatory context

• Consider adding a 'last reviewed by' date separate from the 'last updated' date to clarify when the medical review was conducted

Strengths

• Medical review by a named, credentialed physician (Felix Gussone, MD) with structured data attribution

• 10 authoritative sources cited including FDA drug labels, PubMed studies, and government health agencies

• Content is accurate, well-organized, and directly answers the user's query with actionable information

• Published by a publicly traded, regulated telehealth company with established editorial standards

• Regular content updates (most recently May 2025) demonstrate ongoing editorial maintenance

• Clear medical disclaimer and editorial standards disclosure

• Comprehensive coverage of related sub-topics (age eligibility, OTC risks, multiple prescription pathways)

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Confidence: 0.7 Should Rank Analysed: 18 Jun 2026 05:58

Scores at a Glance

55	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	50	Content Effort	55	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a category index for health/labs-related blog articles, helping users discover content about lab testing, biomarkers, hormones, and preventive health. It successfully lists relevant articles with brief descriptions. • Rating Justification: This is a blog category/index page for a legitimate telehealth company. The page serves a clear navigational purpose, listing articles about lab testing and health topics. However, the page itself has very minimal content (88 words), no structured data, no author info, and no contact information. The individual articles linked appear to have more substance. As a category page, it meets basic quality standards but lacks depth.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical authors with MD credentials on individual articles, Part of established, publicly traded telehealth company (Hims), Content covers legitimate health topics with apparent editorial standards, About page exists for the organization • Key Weaknesses: No author bios or credentials displayed on the category index page itself, No contact information visible on this page, No structured data/schema markup present, Very short content (88 words) on the index page itself • Trust Evidence: The page is a category/index page for a legitimate, established telehealth company. There is an About page present. However, no direct contact info is visible on this page, and author credentials are not displayed inline on the index page. • Expertise Evidence: Several articles are written by or attributed to medical doctors (Felix Gussone MD, Lynn Marie Morski MD JD, Darragh O'Carroll MD), which indicates medical expertise. The content covers lab testing, biomarkers, hormones, and health screening topics that require specialized knowledge. • Experience Evidence: Articles are attributed to named authors (Lauren Panoff, Grace Gallagher, Felix Gussone MD, Lynn Marie Morski MD JD, Darragh O'Carroll MD), suggesting real people with relevant backgrounds. However, no author bios or credentials are visible on this category/index page itself. • Authoritativeness Evidence: Hims is a publicly traded telehealth company with significant brand recognition. The blog is part of the hims.com domain, which has established authority in men's health. The 'Good Health by Hims' blog is a recognized health content resource.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page covers health topics including lab testing, biomarkers, hormones, fatigue causes, body composition, and preventive healthcare for men. These topics directly relate to health decisions and medical information that could impact a person's physical wellbeing. • Potential Harm: Users may make health decisions based on information about lab tests, hormone health, and preventive care. Inaccurate or misleading health information could lead to delayed diagnosis, inappropriate self-treatment, or misunderstanding of medical conditions. • Standards Required: High E-E-A-T standards required. Content should be written or reviewed by qualified medical professionals, cite credible sources, include appropriate disclaimers, and be regularly updated to reflect current medical consensus.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organizational structure with distinct sections, Articles attributed to named authors including medical professionals, Covers a coherent topic area (labs and health testing), Brief but informative article descriptions help users choose relevant content • Weaknesses: Extremely short page content (88 words) - mostly navigation and article listings, No introductory content explaining what the Labs section covers, No meta description provided, No structured data markup, Category page provides minimal standalone value beyond navigation • Mc Description: The main content is a blog category index page listing articles about lab testing and health topics. It includes article titles, brief descriptions, author attributions, and category labels (Lab Fundamentals, Hormone Health, Blood Health). The page has sections for Latest articles, Condition Guides, and Lifestyle Guides.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': "The company has established brand recognition in the telehealth/men's health space with millions of customers"} • {'source': 'Articles are attributed to named medical professionals (MDs) and health writers, suggesting editorial standards'}

Trust Analysis

Transparency: Moderate transparency - the company is publicly known and articles have named authors, but the index page itself lacks transparency about editorial standards, medical review processes, and author credentials. • Trust Factors: Publicly traded company with regulatory oversight, Named medical authors with credentials (MD, JD), Established brand in telehealth industry, About page exists, Content appears to follow editorial standards with author attribution • Distrust Factors: No contact information visible on this page, No author bios or credential details on the index page, No structured data or schema markup, No visible editorial policy or medical review process described, Commercial telehealth company may have conflicts of interest in health content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'domain': 'hims.com', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'content_authors': 'Named medical professionals and health writers including MDs'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes

Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page clearly presents itself as a blog category page for health content from Hims. The navigation and content structure are transparent. While the company has commercial interests, the content appears to be genuine health information rather than deceptive marketing disguised as editorial content.

Harm Analysis

Severity: none • Harm Details: No harmful content detected on this category index page. The page lists health articles from a legitimate telehealth company. Content topics (lab testing, biomarkers, hormones) are standard health information topics.

Ads Analysis

Ad Placement: The page has ads present (detected in page structure), but as a company's own blog, these are likely internal promotional content for Hims products rather than third-party advertising. The navigation includes product links and CTAs for Hims services. • User Experience Impact: The commercial nature of the site means product promotions are integrated throughout the navigation, but this is expected for a company blog. The main content area appears to be focused on editorial content without excessive ad obstruction.

Recommendations

Critical Issues

- No meta description - this is a basic SEO and user experience issue for a YMYL health page
- No structured data markup despite being a content-rich category page with multiple articles
- Very thin page content (88 words) for a YMYL health topic category page

Improvements

- Add a meta description to improve search snippet quality and user expectations
- Include structured data (Schema.org) markup for the blog/article listings
- Add an introductory paragraph explaining what the Labs section covers and who it's for
- Display author credentials and brief bios on the index page or link to author profile pages
- Add contact information or link to customer support prominently
- Include publication/update dates for articles on the index page
- Add an editorial standards or medical review policy page and link to it
- Consider adding a disclaimer about the commercial nature of the content and relationship to Hims products

Strengths

- Articles attributed to named medical professionals (MDs) providing credibility
- Part of established, publicly traded telehealth company with brand recognition
- Clear organizational structure with distinct content categories
- Covers coherent, legitimate health topic area with apparent editorial standards
- No harmful, deceptive, or spam content detected

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Confidence: 0.7 Needs Work Analysed: 18 Jun 2026 05:52

Scores at a Glance

45	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	35	Content Effort	40	Originality
50	Skill	55	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	45

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a mental health content category index, helping users navigate to specific mental health articles on the hims.com blog. • Rating Justification: This is a category/index page for mental health blog content on a legitimate telehealth company's website. The page itself has very little original content (88 words, mostly CSS/JS in the excerpt), serving primarily as a navigation hub to individual articles. The underlying articles appear to be written by named authors with some credentials. The site has reasonable trust signals as a known brand. However, the page itself offers minimal standalone value and is essentially a content aggregator/index. For a YMYL topic (mental health), the category page itself doesn't provide substantive health information, which limits its quality rating.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Named authors with some credentials (MD contributor visible), Established telehealth brand with public company status, Editorial standards and medical experts pages exist, About page and help center present • Key Weaknesses: This specific page has only 88 words of actual content - extremely thin, No author info on the category page itself, No contact info directly on this page, Category page provides minimal value beyond navigation • Trust Evidence: The site has an About page, contact/help center, editorial standards, and medical experts listed. The company is a public entity (investors page present). No contact info is directly on this page. Author info is present for articles listed. The page itself is a category index with very little original content. • Expertise Evidence: Some articles are written by named authors with apparent health/editorial backgrounds. One contributor (Daniel Z. Lieberman, MD) has a medical credential. The site claims to have medical experts and editorial standards. However, this is a category index page, not a deep content page, so expertise signals are limited. • Experience Evidence: The page is a category/index page for mental health content on hims.com. Articles are attributed to named authors (e.g., Geoffrey Whittaker, Nicholas Gibson, Rachel Sacks, Melissa Lavigne-Delville, Daniel Z. Lieberman MD) and an 'Editorial Team'. One author has an MD credential visible. The site references editorial standards and medical experts. • Authoritativeness Evidence: Hims is a publicly traded telehealth company with significant brand recognition. The site has an About page, editorial standards page, and medical experts page. The blog covers legitimate health topics. The company is well-known in the men's health space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Mental health is a clear YMYL topic. The page aggregates content about depression, anxiety, medication, therapy, and mental health treatments. Users seeking this information may make health decisions based on what they find. • Potential Harm: Users could make decisions about mental health treatment, medication, or therapy based on content linked from this page. Inaccurate or misleading health information could delay proper treatment or cause harm. • Standards Required: High standards for expertise, authoritativeness, and trustworthiness are required. Medical content should be reviewed by qualified healthcare professionals.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organization with article cards, Author attribution visible, Category filtering (Depression, Anxiety, Therapy, Medication), Mix of educational and news content • Weaknesses: Extremely thin content on the page itself (88 words), No introductory content explaining the mental health section, No editorial overview or context for the content, Satisfying only as navigation, not as a standalone resource • Mc Description: The main content is a category index page showing mental health articles with titles, brief descriptions, author names, and category tags. The page has 88 words of actual text content. It serves as a navigation hub rather than providing substantive information.

Trust & Reputation

Trust Level	medium

Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is a publicly traded company (NYSE: HIMS) with significant media coverage'} • {'source': 'Company has dedicated medical experts page and editorial standards documentation'} • {'source': 'Telehealth company with regulatory oversight and licensed healthcare providers'} • {'source': 'Press center and investor relations pages indicate established corporate presence'}

Trust Analysis

Transparency: The site is transparent about being a commercial telehealth company. It has editorial standards and medical expert pages. The commercial nature means content may be influenced by business interests, but the company is publicly accountable. • Trust Factors: Publicly traded company with investor relations, Editorial standards page exists, Medical experts page exists, Named authors with some credentials on articles, About page present, Help center/customer support available • Distrust Factors: No contact info directly on this page, No author info on the category page itself, Commercial telehealth company with financial incentive to promote treatments, Category page has very little content to evaluate

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'medical_oversight': 'Claims medical experts and editorial standards'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents itself as a mental health blog category page for hims.com. The commercial nature of the site is apparent from the navigation which includes treatment/product links.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified on this category index page. The page links to mental health articles which appear to be educational in nature. No content that would directly harm individuals or groups is visible.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata. Given this is a commercial telehealth site, promotional content for their own products (treatments, medications) is integrated into the navigation and site structure rather than traditional third-party ads. • User Experience Impact: The commercial nature of the site means health content is adjacent to product promotions, which is typical for telehealth companies. This doesn't appear to obstruct the main content.

Recommendations

Critical Issues

• Extremely thin page content (88 words) for a YMYL topic category page

• No contact information directly accessible on this page

• No author or editorial team information on the category page itself

Improvements

• Add introductory content explaining the mental health section, its editorial approach, and medical review process

• Include author/editorial team information directly on the category page

• Add contact information or link to contact page prominently

• Consider adding a brief description of what users can expect from the mental health content section

• Add structured data markup for the article listings to improve search visibility

• Include a clear disclosure about the commercial nature of the site and how it relates to the editorial content

Strengths

• Legitimate, publicly traded telehealth company with established brand

• Named authors with some medical credentials on linked articles

• Editorial standards and medical experts pages exist on the site

• Clear category organization with relevant mental health topics

• Professional site design and user experience

15 http://hims.com/blog/news 58

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:58

Scores at a Glance

55	PQ Score	63	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	65	Trust	50	Content Effort	65	Originality
60	Skill	60	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a category index for Hims news articles, allowing users to browse and discover news content published by the company. It successfully lists recent articles with titles, descriptions, authors, and categories. • Rating Justification: This is a news category index page for Hims blog. It serves a clear navigational purpose, listing news articles with descriptions and author attribution. The page itself has very little original content (88 words) but links to substantive articles. The category page functions adequately as an index but lacks depth, structured data, and supplementary content that would elevate it to high quality.

E-E-A-T

Overall	63
Experience	55
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Named authors with profile pages, Original proprietary research cited, Established publicly traded company, Editorial standards page exists, Medical experts listed on site • Key Weaknesses: No author credentials/bios visible on category page, No direct contact info on this page, Articles appear to be marketing-adjacent content promoting Hims brand, No structured data markup, Very short actual content on the category page itself • Trust Evidence: The site has an About page, editorial standards, medical experts listed, and contact/support information. Authors are identified with profile pages. The company is publicly traded and regulated. However, no contact info is directly visible on this specific page. • Expertise Evidence: The page is a news/category index for Hims, a publicly traded telehealth company. Articles cite original research studies conducted by Hims. Authors appear to be staff writers or journalists rather than medical experts, which is appropriate for news content. • Experience Evidence: Articles are attributed to named authors (Lauren Ward, Melissa Lavigne-Delville, Olivia Rockeman) with author page URLs, suggesting real writers with bylines. Content references proprietary Hims studies and data, indicating first-hand research experience. • Authoritativeness Evidence: Hims & Hers Health is a publicly traded company (NYSE: HIMS) with significant brand recognition in the telehealth space. The site has an editorial standards page, medical experts page, and about page. The blog covers health-adjacent news topics with original research.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Hims is a telehealth company and the news articles touch on health topics including weight loss, sexual health, hair health, and mental health. While the specific articles on this page are more lifestyle/research news (dating trends, economic scales, beauty markets), the broader site context and some article topics relate to health decisions. • Potential Harm: Low to moderate - the news articles appear to be research summaries and lifestyle content rather than direct medical advice. However, some articles could influence health-related decisions. • Standards Required: Moderate YMYL standards apply given the health-adjacent nature of the content and the company's telehealth business model. Authors should have appropriate credentials or clear editorial oversight.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear category organization, Author attribution on all articles, Descriptive article summaries, Clean visual hierarchy, Secondary navigation for related categories • Weaknesses: Only 88 words of actual page content, No introductory text explaining the news section, No pagination visible, No structured data for articles, Missing meta description • Mc Description: The main content is a category index page listing news articles from Hims. It includes a page title 'News', a 'Latest' section heading, and article cards with titles, author names, categories, and brief descriptions. The page also includes a secondary navigation bar for blog categories.

Trust & Reputation

Trust Level	medium

Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE (ticker: HIMS), providing regulatory oversight and financial transparency'} • {'source': 'Company has a dedicated press center at news.hims.com'} • {'source': 'Site maintains editorial standards page and medical experts page'} • {'source': 'Multiple named authors with individual profile pages'} • {'source': 'Company has investor relations page indicating established corporate governance'}

Trust Analysis

Transparency: Moderate transparency - the company is publicly traded and identifies authors, but the dual nature of the content (editorial + marketing) is not explicitly disclosed. The site has appropriate trust signals for a corporate blog. • Trust Factors: Publicly traded company with regulatory oversight, Named authors with profile pages, Editorial standards page exists, Medical experts listed, About page present, Press center available, Support/help center linked • Distrust Factors: No contact info directly on this page, Research studies are self-commissioned creating potential bias, Content serves dual marketing/editorial purpose, No structured data or schema markup, Missing meta description

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth company', 'editorial_team': 'Multiple named staff writers and journalists'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page clearly identifies itself as a news section of the Hims blog. Articles are attributed to named authors. The commercial nature of the site is apparent from the navigation which includes product links.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. The page is a standard news category index for a telehealth company. Articles cover research-based lifestyle and health news topics without promoting dangerous advice or misleading claims.

Ads Analysis

Ad Placement: The page includes GTM tracking and advertising scripts (Google Tag Manager, Transcend consent management). The navigation contains product links which serve as internal promotional content. No external display ads are visible in the page structure. • User Experience Impact: Minimal negative impact. The promotional navigation is standard for a corporate blog. Tracking scripts are present but managed through a consent management platform.

Recommendations

Critical Issues

- Missing meta description reduces click-through rate from search results
- No structured data prevents rich results in Google Search
- Very low word count (88 words) on the category page itself may signal thin content to crawlers

Improvements

- Add a meta description to improve search snippet quality
- Implement Article and BreadcrumbList structured data markup
- Add introductory text to the News category page explaining the section's purpose and editorial standards
- Include pagination or load-more functionality with clear article counts
- Add author bio snippets or credential indicators on article cards
- Implement a clear editorial disclosure distinguishing news content from marketing content
- Add contact information or editorial contact details to the page

Strengths

- Named authors with individual profile pages provide accountability and E-E-A-T signals
- Original proprietary research studies cited in articles demonstrate genuine content investment
- Publicly traded company status provides regulatory oversight and trust signals
- Clean, functional page design with clear navigation and article organization
- Consent management platform (Transcend) demonstrates privacy compliance awareness

16 http://hims.com/blog/sexual-health 55

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:51

Scores at a Glance

52	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	45	Content Effort	50	Originality
55	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: Serves as a category index page organizing sexual health blog articles, condition guides, and lifestyle guides for users seeking information about sexual health topics. • Rating Justification: This is a blog category/index page for sexual health content on Hims.com. The page itself has minimal original content (88 words) but serves as a navigation hub to substantive articles. The linked articles appear to have medical authorship and reasonable depth. The page meets its basic purpose as a content index but provides little standalone value. The commercial context (telehealth company selling ED medications) is transparent. Not harmful, not deceptive, but thin as a standalone page.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical authors with credentials (MD, JD, MBA), Established publicly traded telehealth company, Has About page and editorial standards, Articles link to condition guides with medical attribution • Key Weaknesses: Page itself has only 88 words of actual content, No author info on the category page itself, No contact information visible on this page, Heavy commercial intent with product links throughout navigation • Trust Evidence: Hims is a legitimate, publicly traded company (NYSE: HIMS). Has About page, editorial standards, medical experts listed. However, this specific page has very short content (88 words), no contact info visible, and serves primarily as a commercial navigation page linking to products. • Expertise Evidence: Several authors hold medical credentials (MD, MBA, JD) listed in bylines. The site is a telehealth company (Hims) with licensed medical providers. Condition guides are attributed to medical doctors. However, the page itself is a thin index page with no substantive expert content. • Experience Evidence: Articles are attributed to named writers (Geoffrey Whittaker, Erica Garza, Daniel Yetman, Kelly Brown MD MBA, Felix Gussone MD, Lynn Marie Morski MD JD) suggesting real authors with relevant backgrounds. However, this is a category/index page with minimal original content itself. • Authoritativeness Evidence: Hims is a publicly traded telehealth company with significant brand recognition. The blog covers sexual health topics with medically credentialed authors. The site has an About page and editorial standards mentioned in footer. The domain hims.com is an established health brand.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Sexual health is a clear YMYL topic. The page links to content about erectile dysfunction, premature ejaculation, medications (Viagra, Cialis, sildenafil, tadalafil, lidocaine), medical conditions (sperm morphology, vasectomy, genital dysesthesia, Klinefelter syndrome), and prescription drug information. This content could directly impact health decisions. • Potential Harm: Inaccurate medical information about sexual health conditions or medications could lead users to make poor health decisions, delay seeking proper medical care, or misuse prescription medications. • Standards Required: High E-E-A-T standards required. Medical content should be written or reviewed by licensed healthcare professionals. Information about prescription medications requires particular accuracy. Clear disclosure of commercial relationships needed.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organization into meaningful categories, Named authors with credentials visible, Covers diverse sexual health topics, Includes both informational and condition-specific content • Weaknesses: Only 88 words of original content on the page, No substantive information provided on the page itself, Tagline 'Let's talk about it' provides no informational value, Page is essentially a navigation/commercial hub rather than informational content • Mc Description: The main content is a category index page with 88 words of original text, organizing sexual health blog articles into sections: Latest articles, Condition Guides, and Lifestyle Guides. It lists article titles with author names and brief descriptions.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Company has established media presence and press coverage as a major telehealth provider'} • {'source': 'Editorial standards page referenced in site footer'} • {'source': 'Medical experts listed as authors with verifiable credentials (MD, JD, MBA)'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and discloses its commercial nature. Medical authors are named with credentials. However, the relationship between editorial content and commercial products could be more explicitly disclosed. • Trust Factors: Publicly traded company with regulatory oversight, Named medical authors with credentials, About page present, Editorial standards referenced, Established telehealth brand with significant user base • Distrust Factors: No contact information on this specific page, No author info on category page itself, Strong commercial intent - company sells the medications discussed, Potential conflict of interest between health information and product sales

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health Inc.', 'medical_staff': 'Licensed healthcare providers and medical writers with MD/JD/MBA credentials'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short page content (88 words) could indicate thin content, Heavy navigation/commercial elements relative to informational content

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents itself as a health blog from a telehealth company. Commercial intent is transparent through navigation showing products. Authors are named with real credentials.

Harm Analysis

Severity: none • Harm Details: No harmful content identified on this category page. The page links to health information from a legitimate telehealth company with medical authors. Commercial intent is transparent.

Ads Analysis

Ad Placement: The page contains commercial elements integrated into the navigation (product links, CTAs to start assessments) rather than traditional display advertising. The entire site serves a commercial purpose as a telehealth company. • User Experience Impact: Commercial elements are integrated into the site design rather than being disruptive ads. Navigation includes product links but these are clearly part of the site's commercial purpose. The blog content area itself is not heavily interrupted by ads.

Recommendations

Critical Issues

• Page has only 88 words of original content - extremely thin for a YMYL health topic category page

• No contact information visible on this page despite being a health information resource

• Potential conflict of interest between health information and commercial product sales not explicitly disclosed

Improvements

• Add substantive introductory content explaining what sexual health topics are covered and why they matter, rather than just 'Let's talk about it'

• Include visible author/editorial team information on the category page itself

• Add clear disclosure of the commercial relationship between health content and product recommendations

• Include contact information or link to customer support prominently

• Add a brief description of editorial standards and medical review process on the page

Strengths

• Legitimate, publicly traded company with regulatory oversight provides baseline trust

• Named medical authors with verifiable credentials (MD, JD, MBA) for linked articles

• Clear organization of content into meaningful categories (Condition Guides, Lifestyle Guides)

• Non-sensational article titles and professional presentation

• About page and editorial standards referenced in site structure

17 http://hims.com/blog/testosterone

55

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:57

Scores at a Glance

52	PQ Score	62	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	60	Trust	45	Content Effort	50	Originality
60	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a content index/hub for testosterone-related health articles, organizing them into Latest articles, Condition Guides, and Lifestyle Guides categories for users seeking information about testosterone health. • Rating Justification: This is a category/index page for testosterone-related blog content on a legitimate telehealth company's blog. It serves a clear navigational purpose but has very little original content itself (88 words). The linked articles appear to have medical authorship. The page functions as a content hub rather than a standalone informational resource. It meets basic quality standards for an index page but lacks depth.

E-E-A-T

Overall	62
Experience	55
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical authors (MDs) for condition guides and lifestyle guides, Established telehealth brand with regulatory compliance, Editorial standards page exists, Content covers legitimate medical topics with apparent expertise • Key Weaknesses: No author information displayed on this category index page, No contact information visible on this page, Very short main content (88 words) - primarily a navigation/index page, Commercial intent may bias content recommendations toward Hims products • Trust Evidence: The page has an About page and editorial standards. However, this specific page lacks direct contact info, no author info is displayed on the index page, and there are ads present. The company is a legitimate telehealth provider with regulatory oversight. • Expertise Evidence: Several articles are attributed to MDs (Felix Gussone MD, Darragh O'Carroll MD), indicating medical expertise. Topics covered include clinical subjects like enclomiphene, TRT, and testosterone testing. The site has an editorial standards page referenced in the footer. • Experience Evidence: Articles are attributed to named authors (Erica Garza, Lauren Panoff, Daniel Yetman, Felix Gussone MD, Darragh O'Carroll MD), suggesting real writers with relevant backgrounds. However, no author bios or credentials are visible on this category/index page itself. • Authoritativeness Evidence: Hims is a publicly traded telehealth company with significant brand recognition. The blog covers testosterone-related health topics with medically-authored content. The site references medical experts and editorial standards.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page covers testosterone health topics including testosterone replacement therapy (TRT), enclomiphene (a drug), testosterone testing, and related medical conditions. These are clearly health/medical topics that could affect users' health decisions. • Potential Harm: Users may make health decisions based on content about testosterone therapy, medications like enclomiphene, and medical conditions. Inaccurate or misleading information could lead to inappropriate self-treatment or delayed medical care. • Standards Required: High E-E-A-T standards required. Content should be written or reviewed by qualified medical professionals, be accurate, cite evidence, and encourage consultation with healthcare providers.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organizational structure with distinct categories, Descriptive article titles that set appropriate expectations, Mix of condition-specific and lifestyle content, Medical authors credited on individual articles • Weaknesses: Extremely short main content - only 88 words on the page itself, No introductory content explaining the testosterone topic area, No meta description provided, Page is essentially just a list of links with minimal added value • Mc Description: The main content consists of a category index page listing testosterone-related blog articles organized into three sections: featured articles at top, Latest articles, Condition Guides, and Lifestyle Guides. The page itself contains minimal original content (88 words) and serves primarily as a navigation hub.

Trust & Reputation

Trust Level	medium

Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is a publicly traded company (NYSE: HIMS) with regulatory oversight'} • {'source': 'Company has an About page and stated editorial standards'} • {'source': 'Medical authors (MDs) credited on individual articles'} • {'source': 'Telehealth company subject to healthcare regulations and licensing requirements'}

Trust Analysis

Transparency: Moderate transparency - the company is identifiable and has editorial standards, but the commercial relationship between the blog content and product sales creates potential bias that is not explicitly disclosed on this page. • Trust Factors: Publicly traded company with regulatory accountability, Medical professionals credited as authors, Editorial standards page exists, Established brand in telehealth industry, About page present • Distrust Factors: No contact information on this page, No author information on this index page, Commercial conflict of interest - company sells testosterone products, Very thin content on the page itself

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'stock': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'medical_staff': 'Multiple MDs credited as content authors'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short page content could indicate thin content, but this is an index page by design

Deception Analysis

Severity: none • Deception Details: No significant deception detected. The page clearly presents itself as a blog category page for testosterone content from Hims. The commercial nature of the site is apparent from the navigation and branding. Content appears to be genuine health information rather than disguised advertising.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified on this index page. The page links to health information articles about testosterone, which are YMYL but not inherently harmful. The commercial context (Hims sells testosterone products) creates potential for biased content but is not deceptive.

Ads Analysis

Ad Placement: The page has ads indicated in the metadata. Given this is a telehealth company's blog, ads are likely for their own products/services rather than third-party advertising. Navigation includes product links throughout. • User Experience Impact: Ads appear to be integrated into the site's commercial structure rather than disruptive third-party ads. The navigation heavily promotes Hims products but this is expected for a company blog.

Recommendations

Critical Issues

• Page has only 88 words of content - extremely thin for a YMYL health topic index page

• No author information displayed on this page despite YMYL health content

• No contact information visible on this page

Improvements

• Add substantive introductory content explaining the testosterone topic area and what users can expect to find

• Display author credentials and editorial review information on the index page

• Add contact information or link to contact page prominently

• Include a meta description to improve search snippet quality

• Add a disclosure about the commercial relationship between editorial content and Hims products

• Consider adding a brief overview of testosterone health topics to provide standalone value

Strengths

• Legitimate, established telehealth company with regulatory accountability

• Medical professionals (MDs) credited as content authors on linked articles

• Well-organized content structure with clear categories

• Editorial standards page exists demonstrating commitment to content quality

• Article titles are descriptive and accurately represent content

18 http://hims.com/blog/weight 55

Confidence: 0.65 **Should Rank** Analysed: 18 Jun 2026 05:58

Scores at a Glance

52	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	45	Content Effort	50	Originality
55	Skill	60	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a weight loss content hub/index page, organizing articles into Latest, Condition Guides, and Lifestyle Guides sections for users seeking weight loss information. • Rating Justification: This is a category/index page for weight loss content on a legitimate telehealth company's blog. It serves as a navigation hub to individual articles. The page has very little original content itself (88 words), but links to substantive articles written by medical professionals. The commercial nature of the site (selling weight loss medications) creates a conflict of interest for health information, but the company is legitimate and regulated.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical doctor authors for clinical content, Publicly traded company with established reputation, Editorial standards page exists, Structured content with condition guides and lifestyle guides • Key Weaknesses: No author bios visible on index page, Commercial conflict of interest - selling weight loss drugs while providing health information, Very short main content (88 words), No contact information on this page • Trust Evidence: Hims is a legitimate, publicly traded company (NYSE: HIMS). The site has an About page, editorial standards, and medical expert contributors. However, the page lacks direct contact info, and the content serves commercial interests (selling weight loss medications). • Expertise Evidence: Several articles are written by MDs (Darragh O'Carroll MD, Craig Primack MD FACP FAAP MFOMA, Peter J. Stahl MD), indicating medical expertise. The site has an editorial standards page referenced. However, no author bios are visible on this index page. • Experience Evidence: Articles are attributed to named authors (Vanessa Gibbs, Lauren Panoff, Darragh O'Carroll MD, Craig Primack MD) suggesting real writers with relevant backgrounds. However, the page itself is a category/index page with minimal direct content demonstrating personal experience. • Authoritativeness Evidence: Hims is a publicly traded telehealth company with significant brand recognition. The blog covers weight loss topics with condition guides and lifestyle guides. Medical doctors are listed as authors for clinical content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Weight loss content directly relates to health and medical decisions. The page includes condition guides for serious conditions (atherosclerosis, diabetes, heart attack, cardiovascular disease) and information about prescription weight loss medications (GLP-1 injections, Wegovy, Ozempic). This is clearly YMYL health content. • Potential Harm: Inaccurate weight loss medical information could lead users to make harmful health decisions, misuse prescription medications, or delay seeking appropriate medical care. The commercial incentive to sell medications creates potential for biased health guidance. • Standards Required: High E-E-A-T standards required: medical expertise, clear authorship with credentials, editorial review processes, accurate and balanced information, clear disclosure of commercial relationships.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organization into content categories, Named authors with credentials visible, Covers diverse weight loss topics, Includes both medical condition guides and lifestyle content • Weaknesses: Extremely thin original content (88 words), No introductory text explaining the section or its purpose, Meta description 'A little body language' is vague and unhelpful, Page is primarily a navigation structure, not informational content • Mc Description: The main content is a category index page with 88 words of actual text content. It organizes weight loss articles into sections (Latest, Condition Guides, Lifestyle Guides, News) with article titles, author names, and brief descriptions. The page functions as a navigation hub rather than providing substantive information itself.

Trust & Reputation

Trust Level	medium

Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Company has been covered by major media outlets including Forbes, WSJ, and health publications'} • {'source': 'Licensed telehealth provider operating under state medical board regulations'} • {'source': 'Editorial standards page referenced on site indicating content review processes'}

Trust Analysis

Transparency: Moderate transparency - the company is publicly known and regulated, but the commercial relationship between content and product sales is not explicitly disclosed on this page. • Trust Factors: Publicly traded company with regulatory oversight, Medical doctors listed as content authors, About page and editorial standards exist, Established brand with years of operation, Licensed healthcare provider • Distrust Factors: No contact information on this page, No author bios on index page, Strong commercial conflict of interest - selling the medications they write about, Some 'research' articles appear to be marketing content, Structured data absent

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'editorial': 'Editorial standards and medical expert review process', 'medical_staff': 'Licensed physicians and medical professionals on staff'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short page content (88 words) could indicate thin content, Some 'News' articles appear to be branded research/marketing content

Deception Analysis

Severity: none • Deception Details: No significant deception detected. The page is clearly a blog/content section of a telehealth company. The commercial nature is apparent from the navigation and site context. The 'News' section contains what appears to be branded research/marketing content, but this is a common practice and not overtly deceptive.

Harm Analysis

Severity: none • Harm Details: No directly harmful content identified on this index page. The commercial nature of the site (selling weight loss medications) creates potential for biased health information in linked articles, but the index page itself does not contain misleading claims.

Ads Analysis

Ad Placement: The page has ads present (detected in structured data). As a commercial health company's blog, promotional content for their own products is integrated throughout the navigation and likely within articles. The footer contains app download CTAs and product links. • User Experience Impact: Moderate commercial integration - the site's primary purpose is to sell health products, so promotional content is expected. The index page itself appears clean without intrusive ad placements.

Recommendations

Critical Issues

• Commercial conflict of interest not disclosed - the company sells the medications it writes about, which is a significant YMYL concern

• Extremely thin page content (88 words) for a YMYL health category page

Improvements

• Add an introductory paragraph explaining the weight loss content section and Hims's approach to weight management

• Display author bios and credentials directly on the index page

• Add explicit disclosure of the commercial relationship between content and product offerings

• Implement structured data (Schema.org) for articles and medical content

• Add contact information or link to customer support prominently

• Improve meta description from 'A little body language' to something descriptive and informative

• Clearly distinguish between editorial health content and branded marketing/research content in the News section

Strengths

• Legitimate, regulated, publicly traded company providing accountability

• Medical doctors listed as authors for clinical content

• Well-organized content structure with condition guides and lifestyle guides

• Covers comprehensive range of weight loss topics

• Editorial standards page exists indicating content review processes

19

http://hims.com/c/dg/ecomm

8

Confidence: 0.85

Needs Work

Analysed: 18 Jun 2026 06:01

Scores at a Glance

5	PQ Score	30	E-E-A-T Overall	20	Experience	25	Expertise
45	Authoritativeness	35	Trust	2	Content Effort	5	Originality
10	Skill	0	Accuracy	55	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The URL path /c/dg/ecomm suggests this may be an e-commerce category or campaign page, but it fails to deliver any visible content to users. The page appears to be a broken render or a technical redirect/tracking page. • Rating Justification: This page has zero visible main content (word count: 0). The entire page consists of CSS font-face declarations, JavaScript initialization code, and navigation/state data. There is no actual content for users to consume. A page with no main content that serves no user purpose meets the criteria for Lowest quality rating.

E-E-A-T

Overall	30
Experience	20
Expertise	25
Authoritativeness	45
Trust	35

E-E-A-T Analysis

Key Strengths: Parent domain (hims.com) is a legitimate, publicly traded telehealth company, Navigation data references clinical excellence and medical experts • Key Weaknesses: Zero visible main content on this page, No author information, No contact information, Page appears to be a broken or infrastructure page, No E-E-A-T signals present in rendered content • Trust Evidence: No contact info, author info, or about page detected on this specific page. The page renders only CSS/JS/navigation data with zero visible user-facing content. This is a broken or non-content page. • Expertise Evidence: No expert content, credentials, or expertise signals are visible on this page. The page source reveals navigation structure for a telehealth company (Hims) dealing with prescription medications, but no actual expert content is rendered. • Experience Evidence: No visible main content, author information, or first-hand experience signals present on this specific page. The page appears to be a technical/infrastructure page (CSS, JavaScript, navigation data) rather than a content page demonstrating experience. • Authoritativeness Evidence: The domain hims.com is a known telehealth company (publicly traded, Hims & Hers Health). The navigation data references licensed medical providers, prescription treatments, and clinical excellence pages. However, this specific URL (/c/dg/ecomm) shows no authoritative content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The domain hims.com is a telehealth platform offering prescription medications for erectile dysfunction, hair loss, mental health, weight loss, and other medical conditions. The navigation data embedded in the page references prescription drugs (Wegovy, Ozempic, Zepbound, Sildenafil, Finasteride, Escitalopram, Sertraline, etc.). Even though this specific page has no visible content, it exists within a YMYL health/medical context. • Potential Harm: If this page were to display medical or pharmaceutical content without proper expertise and accuracy, it could lead users to make harmful health decisions. The prescription medication context makes this inherently high-risk. • Standards Required: Highest E-E-A-T standards required given the medical/pharmaceutical nature of the website. Licensed medical professionals, accurate drug information, proper disclaimers, and regulatory compliance are necessary.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: The underlying site infrastructure appears technically sophisticated • Weaknesses: Zero words of main content, No page title, No meta description, No images, No headings, No structured data, Page completely fails to serve any user need, Appears to be a broken page or empty template • Mc Description: There is no main content on this page. The page source consists entirely of CSS font declarations, JavaScript performance monitoring code, window configuration variables, styled-components CSS, and a large JSON blob containing navigation menu data. No actual page content (text, images, products, articles) is rendered.

Trust & Reputation

Trust Level	low

Reputation Score	55
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health (HIMS) is a publicly traded company on NYSE, providing some baseline legitimacy'} • {'source': 'The domain hims.com is a well-known telehealth brand with significant media coverage'} • {'source': 'Navigation data references licensed medical providers and clinical excellence standards'} • {'source': 'Integration with regulated payment processors (Adyen, Stripe) and Auth0 authentication visible in config'}

Trust Analysis

Transparency: This specific page is completely non-transparent as it contains no visible content. The parent site (hims.com) has about pages, medical expert pages, and editorial standards pages referenced in navigation, but none of this is accessible or visible on this specific URL. • Trust Factors: Parent company is publicly traded and regulated, Domain has established brand reputation, Technical infrastructure suggests legitimate business operations, References to licensed medical providers in navigation data • Distrust Factors: This specific page has zero content, No contact information on page, No author information, No about page link, Page appears broken or non-functional, Cannot verify any claims as no claims are made

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'domain': 'hims.com', 'ticker': 'HIMS (NYSE)', 'company': 'Hims & Hers Health, Inc.'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: medium • Spam Indicators: Page has no content, which could indicate a doorway page or tracking URL, URL structure /c/dg/ecomm suggests a campaign/tracking parameter page, Very short content flag triggered

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive, but the main content is effectively obstructed because the page fails to render any visible content. This may be a technical failure, a campaign tracking URL, or a page that requires JavaScript to render content that was not captured in the analysis.

Harm Analysis

Severity: none • Harm Details: No harmful content detected because there is no content at all. The page is empty of user-facing information.

Ads Analysis

Ad Placement: The page metadata indicates ads are present (Has Ads: True), but since there is no visible content, the ad placement cannot be properly evaluated. Ads on a page with no content would be inappropriate. • User Experience Impact: If ads are present on a page with no main content, they would constitute the entirety of the user experience, which is a poor user experience and potentially a policy violation.

Recommendations

Critical Issues

• CRITICAL: Page has zero visible main content - this is the most fundamental quality failure and will result in Lowest quality rating

• CRITICAL: As a YMYL health/medical page with no content, this page cannot meet the high E-E-A-T standards required for medical/pharmaceutical topics

• CRITICAL: Ads appear to be present on a page with no content, which creates a poor user experience and may violate advertising policies

Improvements

• Ensure the page renders actual main content - if this is a React/Next.js SPA, implement server-side rendering (SSR) or static site generation (SSG) so content is available to crawlers

• Add a meaningful page title and meta description that accurately describes the page's purpose

• If this is a campaign tracking URL (/c/dg/ecomm), implement a proper redirect to the relevant content page rather than serving an empty page

• Add structured data markup (Schema.org) appropriate to the page type (e.g., MedicalOrganization, Product, etc.)

• Include contact information, author credentials, and about page links to support E-E-A-T signals

• If this page is intended to be an e-commerce category page, populate it with actual product listings, descriptions, and relevant health information

Strengths

• Parent domain (hims.com) has strong brand reputation as a legitimate telehealth company

• The underlying technical infrastructure is sophisticated and well-built

• The navigation data reveals a comprehensive product and content ecosystem on the broader site

20 http://hims.com/c/e 8

Confidence: 0.95 Needs Work Analysed: 18 Jun 2026 05:54

Scores at a Glance

5	PQ Score	54	E-E-A-T Overall	45	Experience	50	Expertise
65	Authoritativeness	55	Trust	0	Content Effort	0	Originality
0	Skill	0	Accuracy	65	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The page appears to be a broken or misconfigured route that is serving raw technical/infrastructure content instead of a proper webpage. It does not fulfill any identifiable user-facing purpose. • Rating Justification: This page (hims.com/c/e) renders only raw CSS font-face declarations, JavaScript initialization code, and serialized JSON navigation/props data. There is zero readable main content for users. No title, no headings, no body text, no images rendered, no purpose fulfilled. A user landing on this page would find it completely useless.

E-E-A-T

Overall	54
Experience	45
Expertise	50
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Belongs to a legitimate, publicly traded telehealth company, Navigation data reveals a comprehensive, professionally structured site with medical products and editorial standards • Key Weaknesses: This specific page renders no visible user-facing content, No author information, contact info, or about info on this page, Page appears to be a broken or misconfigured URL serving raw technical assets • Trust Evidence: The page itself contains no readable content for users — it is essentially a broken or infrastructure-only page rendering raw CSS and JavaScript. The underlying domain is a legitimate, publicly traded company. However, this specific URL provides no trustworthy content to evaluate. • Expertise Evidence: The underlying site (hims.com) is a legitimate telehealth platform offering prescription medications and health services. The navigation data references licensed medical products (Wegovy, Ozempic, Zepbound, Sildenafil, etc.) and mentions clinical excellence and medical experts. However, this specific page renders no substantive expert content. • Experience Evidence: The page is a technical/infrastructure page (CSS, JavaScript, font loading, navigation data) from hims.com, a known telehealth company. No direct user experience or first-hand content is visible on this specific URL. • Authoritativeness Evidence: Hims & Hers Health (NYSE: HIMS) is a publicly traded telehealth company with established brand recognition. The domain hims.com is authoritative in the men's health telehealth space. Navigation references About page, clinical excellence, and medical experts.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The parent domain hims.com is a telehealth platform selling prescription medications (GLP-1 weight loss drugs, ED medications, psychiatric medications, etc.). The URL path /c/e suggests it may be intended as a health category or intake page. The serialized navigation data contains references to prescription drugs and medical assessments. • Potential Harm: If this page were functioning as intended and serving health/medical content or directing users to prescription drug intake flows, it would be YMYL. As a broken page, the direct harm is limited to user frustration and potential loss of access to health services. • Standards Required: High YMYL standards would apply if this page were functioning — requiring medical expertise, accurate information, clear authorship, and regulatory compliance for prescription drug advertising.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: The underlying application data reveals a well-structured telehealth platform • Weaknesses: Zero user-facing main content, No page title, No headings, No readable text, No images, No functional purpose served, Page appears broken or misconfigured • Mc Description: There is no main content on this page. The page renders exclusively as raw CSS font declarations, JavaScript code, and serialized JSON data representing the site's navigation structure and application state. A user visiting this URL would see either a blank page or raw code depending on their browser.

Trust & Reputation

Trust Level	medium

Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'The site references an About page, clinical excellence page, and medical experts page, indicating institutional credibility'} • {'source': 'The site sells FDA-approved prescription medications (Wegovy, Ozempic, Zepbound, Viagra, Cialis, etc.) through licensed telehealth providers'} • {'source': 'The navigation data references editorial standards page, suggesting journalistic/content accountability practices'}

Trust Analysis

Transparency: The broader hims.com site appears transparent with About, clinical excellence, medical experts, and editorial standards pages referenced in navigation. However, this specific URL provides zero transparency as it renders no user-facing content. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory oversight, Established telehealth brand with significant market presence, References to medical experts, clinical excellence, and editorial standards on the broader site, Sells FDA-approved prescription medications through licensed providers • Distrust Factors: This specific page is completely non-functional and serves no user purpose, No contact information visible on this page, No author or about information on this page, Raw technical data exposure may indicate poor quality control for this URL

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Digital Health', 'products': 'Prescription medications, OTC health products, telehealth consultations', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page renders no user-facing content — appears to be a broken or misconfigured route rather than intentional spam

Deception Analysis

Severity: none • Deception Details: The page is not intentionally deceptive. It appears to be a broken or misconfigured URL that serves raw technical content instead of a proper webpage. The main content is effectively obstructed because the page fails to render any user-facing content. This is a technical failure, not deliberate deception.

Harm Analysis

Severity: none • Harm Details: The page itself contains no harmful content. It is a broken/non-functional page serving raw technical data. There is no misleading information, no harmful content targeting individuals or groups. The only negative impact is a poor user experience.

Ads Analysis

Ad Placement: No advertisements are present on this page. • User Experience Impact: No ad-related user experience impact. The page itself is the primary user experience problem.

Recommendations

Critical Issues

• Page renders zero user-facing content — completely non-functional from a user perspective

• Raw application configuration data (API keys, environment variables, authentication tokens) may be partially exposed in the serialized window.PROPS object, representing a potential security concern

Improvements

• Fix the broken URL routing so that /c/e either redirects to a relevant page or serves proper content

• Implement proper error handling (404 page or redirect) for misconfigured routes

• Ensure that raw JavaScript, CSS, and application state data are never served as the primary response to user-facing URLs

• Add a canonical redirect if this URL is intended to serve as a category or intake page

• Implement server-side rendering validation to prevent technical content from being exposed as page content

Strengths

• The parent domain hims.com is a legitimate, publicly traded telehealth company with strong brand recognition

• The broader site infrastructure reveals a sophisticated, well-organized health platform with medical expertise, editorial standards, and comprehensive product offerings

• The underlying application appears technically sophisticated with performance monitoring, A/B testing, and CDN integration

21 http://hims.com/c/hl 22

Confidence: 0.65 Needs Work Analysed: 18 Jun 2026 05:51

Scores at a Glance

20	PQ Score	40	E-E-A-T Overall	30	Experience	35	Expertise
55	Authoritativeness	45	Trust	10	Content Effort	10	Originality
15	Skill	0	Accuracy	60	Reputation		

Page Quality

PQ Rating	low
PQ Score	20

PQ Analysis

Meets Purpose: False • Purpose Description: The page appears intended to serve as a hair loss category landing page or intake funnel for Hims hair loss treatments, but fails to deliver any visible content in its server-rendered state. • Rating Justification: This page has effectively zero visible main content for a user. The extracted content consists entirely of CSS font-face declarations, JavaScript performance tracking code, navigation configuration JSON, and application state data. There is no title, no H1, no H2, no images, no author info, and no readable text content for users. While the domain is reputable, this specific URL delivers no meaningful content to users or crawlers in its current state. It appears to be a client-side rendered category/funnel page that requires JavaScript execution to display actual content.

E-E-A-T

Overall	40
Experience	30
Expertise	35
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Hims.com is a well-known, publicly traded telehealth brand with established reputation, Navigation data references medical experts, editorial standards, and clinical excellence pages, Site references licensed prescription treatments with Rx labels • Key Weaknesses: This specific page has zero visible main content - only technical code (CSS, JS, font declarations), No author information, credentials, or medical reviewer attribution visible, No contact information visible on this page, Page appears to be a thin funnel/redirect page with no substantive health information • Trust Evidence: The page is from a legitimate, publicly traded telehealth company. However, this specific URL (/c/hl) renders no visible main content - only CSS, JavaScript, font declarations, and navigation/store configuration data. No contact info, author info, or about page is detectable in the extracted content. The page appears to be a client-side rendered funnel/category page. • Expertise Evidence: The domain hims.com is a known telehealth company offering prescription medications. The navigation data references licensed medical providers, clinical excellence pages, and prescription treatments. However, this specific page shows no expert-authored content, no medical credentials, and no substantive health information. • Experience Evidence: No visible main content on this specific page to demonstrate first-hand experience. The page appears to be a loading/redirect page for Hims hair loss category (/c/hl) that renders content client-side via JavaScript. No authored content, testimonials, or experiential writing is visible in the extracted content. • Authoritativeness Evidence: Hims & Hers Health is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The site references medical experts, editorial standards, and clinical excellence. Navigation includes links to licensed prescription treatments. The domain itself carries authority in the telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The URL path /c/hl on hims.com is a hair loss category page for a telehealth company that prescribes medications including finasteride, minoxidil, and other prescription treatments. The navigation data confirms this page is part of a medical treatment funnel involving prescription drugs. Hair loss treatments involve prescription medications with potential side effects, making this clearly YMYL. • Potential Harm: Users seeking hair loss treatment information may be directed to prescription medications without adequate medical information, contraindication warnings, or professional guidance visible on this page. The page could funnel users into purchasing prescription medications without sufficient informed consent information. • Standards Required: High E-E-A-T standards required: medical expertise, clear authorship by qualified professionals, accurate medical information, transparent disclosure of risks and side effects, clear identification of the prescribing entity, and regulatory compliance information.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: The domain belongs to a legitimate telehealth company, Navigation data suggests the page is part of a structured hair loss treatment category • Weaknesses: Zero visible main content - no text, no images, no headings, No page title present, No meta description, Word count of 0 for actual content, Page is entirely dependent on JavaScript for content rendering, No health information, treatment descriptions, or user-helpful content visible, Cannot be evaluated as a standalone page without JavaScript execution • Mc Description: There is no visible main content on this page. The entire extracted content consists of CSS @font-face declarations for SofiaProWeb, IvarSoft, and CareSans fonts; JavaScript performance monitoring and analytics code; application configuration variables; styled-components CSS; and a large JSON object containing navigation menu configuration data. No actual page content, articles, product descriptions, or health information is visible.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE under ticker HIMS, providing financial transparency and regulatory oversight'} • {'source': 'The company has received significant press coverage as a major telehealth provider'} • {'source': "Navigation references 'our-medical-experts' and 'editorial-standards' pages suggesting institutional credibility infrastructure"} • {'source': 'The site references FDA-approved prescription medications (Wegovy, Ozempic, Zepbound, Viagra, Cialis) indicating legitimate pharmaceutical partnerships'}

Trust Analysis

Transparency: The domain-level transparency is moderate - Hims is a known public company with identifiable leadership. However, this specific page provides zero transparency about content authorship, medical review processes, or treatment risks. The page is essentially invisible without JavaScript rendering. • Trust Factors: Hims.com is a publicly traded company (NYSE: HIMS) with regulatory oversight, Domain is well-established with significant brand recognition in telehealth, Site infrastructure references medical experts, editorial standards, and clinical excellence, Uses legitimate payment processors (Adyen, Stripe) and authentication (Auth0), References to licensed prescription medications suggests regulatory compliance • Distrust Factors: This specific page has no visible content, contact information, or author attribution, No about page information visible on this URL, Page appears designed primarily as a conversion funnel rather than informational resource, Ads are present on a YMYL health page, No visible medical disclaimers or risk information on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth company offering prescription and OTC health products', 'regulatory_status': 'Publicly traded, subject to SEC oversight'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: medium • Spam Indicators: Very short/empty content (flagged as very_short_content), Page delivers no substantive content in crawled state, Heavy reliance on JavaScript for content rendering may be seen as cloaking-adjacent

Deception Analysis

Severity: minor • Deception Details: The main content is technically obstructed in the sense that it requires JavaScript execution to render. This is a common SPA (Single Page Application) pattern and not intentionally deceptive, but it does mean that crawlers and users without JavaScript see no content. The page is not intentionally deceptive but the content is effectively hidden from non-JS environments.

Harm Analysis

Severity: none • Harm Details: No harmful content is visible on this page as there is no visible content at all. The page is a technical shell. However, as a YMYL health page that funnels users toward prescription medications, the absence of adequate medical information, risk disclosures, and professional guidance could be considered indirectly harmful if users make medical decisions based on incomplete information.

Ads Analysis

Ad Placement: Ads are flagged as present in the page metadata, but their specific placement cannot be determined from the extracted content as no visible page content is rendered. On a YMYL health page, the presence of ads requires careful consideration. • User Experience Impact: Cannot fully assess ad impact without seeing the rendered page. However, ads on a medical treatment funnel page for prescription medications raise concerns about commercial bias potentially influencing health-related content and user decisions.

Recommendations

Critical Issues

• Page delivers zero visible content in server-rendered state - completely fails basic content quality requirements

• YMYL health page with no visible medical information, risk disclosures, or expert attribution - high risk for users making medical decisions

Improvements

• Implement server-side rendering (SSR) or static site generation (SSG) to ensure meaningful content is visible without JavaScript execution

• Add a descriptive page title and meta description relevant to hair loss treatments

• Include visible H1 and H2 headings with substantive hair loss treatment information

• Add medical reviewer attribution and credentials for any health claims

• Include visible contact information and links to about/medical expert pages

• Add medical disclaimers, risk information, and FDA disclosure statements visible on page load

• Ensure structured data markup is implemented for medical/health content

• Add visible author information with medical credentials for YMYL compliance

Strengths

• Domain belongs to a legitimate, publicly traded telehealth company with established brand reputation

• Site infrastructure references medical experts, editorial standards, and clinical excellence pages

• Navigation data shows comprehensive product catalog with properly labeled prescription (Rx) treatments

22

http://hims.com/careers-professionals

68

Confidence: 0.75

Should Rank

Analysed: 18 Jun 2026 05:54

Scores at a Glance

58	PQ Score	65	E-E-A-T Overall	55	Experience	60	Expertise
75	Authoritativeness	70	Trust	55	Content Effort	50	Originality
60	Skill	70	Accuracy	78	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to attract professional job candidates to hims & hers by showcasing the company as an employer and directing users to available job openings. • Rating Justification: This is a legitimate corporate careers page from a known public company. The page serves a clear purpose (recruiting professionals) and is from a trustworthy organization. However, the extracted content is almost entirely CSS and JavaScript code with minimal readable main content visible. The page likely renders properly in a browser with job listings and company culture information, but based on available content signals, it rates as medium quality — functional and legitimate but not demonstrating exceptional depth or content richness.

E-E-A-T

Overall	65
Experience	55
Expertise	60
Authoritativeness	75
Trust	70

E-E-A-T Analysis

Key Strengths: Official page from a publicly traded, well-known telehealth company, Structured data present indicating technical investment, Clear organizational scale indicators (1100+ employees), Legitimate corporate careers purpose • Key Weaknesses: No contact information on the page, No author or HR team attribution, Main content excerpt is dominated by CSS/JS code rather than readable content, Limited visible substantive content about the company culture or job opportunities • Trust Evidence: The page is served from the official hims.com domain with HTTPS. It has structured data, an About page, and is part of a well-known brand's website. No contact info is directly on this page, and no author info is present, which is typical for a careers landing page. • Expertise Evidence: Hims & hers operates in the telehealth/healthcare space and is a recognized brand. The careers page itself does not demonstrate deep subject-matter expertise but reflects a legitimate corporate HR function. The meta description references being 'one of the fastest-growing direct-to-consumer brands in history' and a mission to 'revolutionize healthcare.' • Experience Evidence: The page is from hims & hers, a well-known publicly traded direct-to-consumer healthcare company. The careers page references 1100+ employees, 40 and 15 (likely states or countries), suggesting organizational scale and real operational experience. However, no individual employee testimonials or specific experience narratives are visible in the extracted content. • Authoritativeness Evidence: Hims & hers (Hims, Inc.) is a publicly traded company (NYSE: HIMS) with significant media coverage, regulatory filings, and brand recognition. The domain hims.com is the official corporate website. The page is an official careers/recruitment page from the company itself.

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

YMYL Analysis

Reasoning: This is a corporate careers/recruitment page. It does not provide health advice, financial guidance, legal information, or other YMYL content. Its purpose is to recruit employees to a healthcare company, not to provide healthcare information to consumers. • Potential Harm: Minimal. The page could theoretically mislead job seekers about employment conditions, but this is not a significant YMYL concern. • Standards Required: Standard quality standards apply. No elevated YMYL scrutiny required for a careers landing page.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear purpose and audience targeting, Company scale statistics provide useful context for job seekers, Professional brand presentation with custom design system, Structured data implementation aids search engine understanding • Weaknesses: Very limited visible textual content in the extracted data, No images present (0 images flagged), which is unusual for a careers page, H2 headings are just numbers (1100+, 40, 15) without context labels visible in extraction, No contact information for HR/recruiting team • Mc Description: The main content is a professional careers landing page for hims & hers targeting corporate/professional job seekers. It includes a headline ('Join the team'), key statistics about the company (1100+ employees, 40, 15 — likely states/countries of operation), and calls to action. The page likely includes job listings loaded dynamically.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE under ticker HIMS, providing regulatory transparency via SEC filings'} • {'source': 'Widely covered by major financial and healthcare media outlets including Forbes, CNBC, and TechCrunch'} • {'source': 'FDA-regulated telehealth platform with licensed medical providers, subject to healthcare regulatory oversight'} • {'source': 'Official corporate domain (hims.com) with HTTPS and structured data implementation'}

Trust Analysis

Transparency: The website belongs to a publicly traded company with significant public disclosure requirements. The careers page itself lacks direct contact information, which is a minor transparency gap but common for large corporate careers pages that funnel applicants through ATS systems. • Trust Factors: Publicly traded company with SEC regulatory oversight, Official corporate domain with HTTPS, Structured data present, About page exists on the website, Well-known brand with significant media coverage, No suspicious patterns detected, Sophisticated technical implementation consistent with legitimate enterprise • Distrust Factors: No contact information on this specific page, No author or HR contact attribution, Main content is largely CSS/JS in extraction, making content verification difficult

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Direct-to-Consumer Healthcare', 'headquarters': 'San Francisco, CA', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No

Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly identifies itself as a careers page for hims & hers. The meta description accurately describes the page purpose. No cloaking, misleading headlines, or deceptive design patterns are evident.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. This is a standard corporate careers page from a legitimate publicly traded company. No suspicious patterns were flagged in the page analysis.

Ads Analysis

Ad Placement: The page is flagged as having ads present, though on a corporate careers page this likely refers to tracking/analytics scripts or retargeting pixels (Datadog, GrowthBook, GTM) rather than traditional display advertising. No evidence of intrusive third-party display ads on a careers page. • User Experience Impact: Minimal negative impact. Any advertising elements appear to be standard corporate analytics and marketing tracking rather than obstructive display ads.

Recommendations

Critical Issues

• The page content as extracted is almost entirely CSS and JavaScript with minimal readable text — if Googlebot cannot render the JavaScript, the page may appear nearly empty to crawlers

• Zero images detected on a careers page is unusual and may indicate rendering issues with the image extraction

Improvements

• Add a dedicated HR/recruiting contact email or phone number to improve transparency and user trust

• Ensure the page renders meaningful textual content (company culture, benefits, values) that is accessible to crawlers, not just dynamically loaded

• Add employee testimonials or team member spotlights to demonstrate real experience and culture

• Include more descriptive H2 headings with context labels alongside statistics (e.g., '1100+ Team Members' rather than just '1100+')

• Add structured data specifically for job postings (JobPosting schema) to improve search visibility for specific roles

Strengths

• Official page from a publicly traded, well-known telehealth company with strong brand reputation

• Sophisticated technical implementation with performance monitoring, A/B testing, and structured data

• Clear page purpose with accurate meta description and title

• No harmful, deceptive, or spammy content detected

• Company scale indicators (1100+ employees) provide credibility signals for job seekers

23 http://hims.com/careers-providers 63

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:54

Scores at a Glance

58	PQ Score	63	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	65	Trust	55	Content Effort	60	Originality
60	Skill	65	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to recruit licensed healthcare providers to join the hims & hers telehealth platform, presenting employment opportunities and value propositions for providers. • Rating Justification: This is a legitimate careers page from a known telehealth company. It serves a clear purpose (recruiting healthcare providers) and comes from an authoritative organization. However, the page lacks contact information, has no meta description, no structured data, and the content excerpt provided is overwhelmingly CSS/JavaScript rather than substantive readable content. The page meets basic quality standards for a corporate careers page but does not demonstrate exceptional depth or effort.

E-E-A-T

Overall	63
Experience	55
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Established, publicly traded company with known reputation, Official company domain with consistent branding, Legitimate business purpose (provider recruitment) • Key Weaknesses: No contact information on the page, No author or individual attribution, No structured data markup, Missing meta description, Main content excerpt is dominated by CSS/JS rather than readable content • Trust Evidence: The page lacks direct contact information and author attribution. However, it is hosted on the official hims.com domain, has an About page, and the company is publicly traded with regulatory oversight. No suspicious patterns detected. • Expertise Evidence: The page is a careers/recruitment page for healthcare providers, not a clinical content page. It demonstrates organizational expertise in telehealth operations and provider recruitment, but lacks detailed clinical or medical expertise signals. No individual expert authors are identified. • Experience Evidence: The page is from hims & hers, a publicly traded telehealth company (NYSE: HIMS) with real operational experience running a provider network. The careers page references actual provider roles and working conditions, suggesting genuine operational knowledge of the provider experience. • Authoritativeness Evidence: Hims & Hers is a well-known, publicly traded telehealth company with significant media coverage, regulatory oversight, and brand recognition. The domain hims.com is an established, authoritative domain in the telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: This is a healthcare provider recruitment page for a telehealth company. While it is not directly providing medical advice, it is recruiting the providers who will deliver healthcare services to patients. The quality and legitimacy of provider recruitment indirectly affects patient health and safety. • Potential Harm: Low direct harm potential as this is a B2B recruitment page targeting licensed healthcare professionals, not patients seeking medical advice. However, the quality of provider vetting processes described could indirectly affect patient safety. • Standards Required: Moderate YMYL standards apply. The page should accurately represent the company, working conditions, and requirements for providers. Misleading recruitment information could harm providers professionally.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear H1 heading stating purpose, Substantial word count (3,253 words), Multiple images suggesting visual content supporting the message, Clear call-to-action implied by recruitment context • Weaknesses: No H2 subheadings detected, suggesting potentially flat content structure, Missing meta description, No structured data markup, No contact information for prospective providers • Mc Description: A provider recruitment/careers page for hims & hers telehealth company, targeting licensed healthcare providers interested in joining their platform. The H1 'Join the provider team' clearly states the page purpose. With 3,253 words and 22 images, the page appears to have substantial content, though the excerpt provided is primarily CSS/JS code.

Trust & Reputation

Trust Level	high

Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Publicly traded company on NYSE under ticker HIMS'} • {'source': 'Widely covered by major financial and health media outlets'} • {'source': 'Regulated telehealth platform subject to state medical board oversight'} • {'source': 'Established brand with significant consumer recognition in telehealth sector'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and well-known, providing institutional transparency. However, the specific page lacks direct contact information and individual attribution, which reduces page-level transparency. • Trust Factors: Official company domain (hims.com), Publicly traded company with regulatory oversight, Has About page, No suspicious patterns detected, Established brand with years of operation, Professional website infrastructure • Distrust Factors: No contact information on this specific page, No author attribution, No structured data, Missing meta description could indicate incomplete page optimization

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Digital Health', 'headquarters': 'San Francisco, CA', 'stock_ticker': 'HIMS (NYSE)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None detected

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly presents itself as a provider careers/recruitment page for hims & hers. The title, H1, and URL all align with the stated purpose.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. This is a standard corporate careers/recruitment page from a legitimate telehealth company targeting licensed healthcare professionals.

Ads Analysis

Ad Placement: Ads are noted as present but given this is a corporate careers page on the company's own domain, these are likely internal promotional elements or tracking pixels rather than third-party display advertising. • User Experience Impact: Minimal negative impact expected. Corporate careers pages typically use internal promotional content that does not obstruct the main recruitment content.

Recommendations

Critical Issues

- Missing meta description reduces search visibility and click-through rates
- No contact information on the page reduces trust and utility for prospective providers

Improvements

- Add a meta description to improve search snippet quality and click-through rates
- Include contact information (email or phone) for provider inquiries on the page
- Add structured data markup (JobPosting schema) to enhance search visibility
- Implement H2 subheadings to improve content structure and scannability
- Add FAQ section addressing common provider questions about licensing, compensation, and scheduling
- Include testimonials or profiles from current providers to demonstrate real experience

Strengths

- Clear, purpose-driven H1 heading that immediately communicates page intent
- Substantial content volume (3,253 words) suggesting comprehensive coverage of provider opportunities
- Hosted on established, authoritative domain from a publicly traded telehealth company
- Professional technical implementation with modern React-based frontend
- No harmful, deceptive, or spammy content detected

24 http://hims.com/conditions 58

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:58

Scores at a Glance

58	PQ Score	70	E-E-A-T Overall	62	Experience	72	Expertise
75	Authoritativeness	70	Trust	45	Content Effort	40	Originality
60	Skill	65	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a hub/index for health condition guides, allowing users to browse and navigate to specific condition articles written by medical professionals. • Rating Justification: This is a category/index page listing condition guides. It serves a clear navigational purpose but has very little original content itself (88 words). The articles it links to appear to be written by qualified MDs, but the page itself is essentially a content hub with minimal standalone value. It meets its navigational purpose adequately but does not provide substantive health information on its own.

E-E-A-T

Overall	70
Experience	62
Expertise	72
Authoritativeness	75
Trust	70

E-E-A-T Analysis

Key Strengths: Named MD authors with verifiable credentials, Established telehealth brand with regulatory oversight, Editorial standards page exists, Medical expert profiles linked • Key Weaknesses: This is an index/listing page with very little original content itself, No author info displayed on this specific page, No contact information directly on this page, Commercial intent may bias content recommendations • Trust Evidence: The site has an About page, contact/support information, and links to medical expert profiles. It is a regulated telehealth company. However, this specific page lacks direct contact info and has ads present. • Expertise Evidence: Authors listed are MDs with specializations relevant to the content (urology, endocrinology, etc.). The site has an 'Editorial Standards' page and 'Medical Experts' section linked in navigation, indicating a structured editorial process. • Experience Evidence: Articles are attributed to named medical doctors (e.g., Darragh O'Carroll MD, Felix Gussone MD, Peter J. Stahl MD), suggesting first-hand clinical experience. However, this is a category/index page, not an article itself, so direct experiential content is minimal. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The blog 'Good Health by Hims' is associated with a licensed medical provider platform. Navigation includes links to medical experts and editorial standards.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page is explicitly about medical conditions and diseases (erectile dysfunction, osteoporosis, hemochromatosis, hypogonadism, pituitary tumors, anemia, etc.). These are health topics where inaccurate information could directly harm users' health decisions. • Potential Harm: Users seeking medical information about serious conditions could make harmful health decisions based on inaccurate or misleading content. Conditions listed include hormonal disorders, cancer-adjacent conditions, and sexual health issues. • Standards Required: Highest standards of medical accuracy, clear author credentials, evidence-based information, and appropriate disclaimers are required for YMYL health content.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear categorization of health topics, Author attribution for each article, Brief but informative descriptions for each article, Pagination indicating substantial content library • Weaknesses: Extremely thin original content on the page itself, No introductory explanation of what condition guides are or how they're created, No editorial standards or methodology explained on this page, Missing meta description, One article card has a broken/placeholder image URL • Mc Description: The main content is a paginated list of 12 condition guide articles (out of 91 total) with article titles, author names, brief descriptions, and thumbnail images. The page itself contains only 88 words of original text.

Trust & Reputation

Trust Level	medium
Reputation Score	72

Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is a publicly traded company on NYSE (HIMS), subject to SEC reporting requirements'} • {'source': 'Telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'Named MD authors with verifiable medical credentials'} • {'source': 'Editorial Standards page linked in navigation'} • {'source': 'Medical Experts page with provider profiles linked in navigation'}

Trust Analysis

Transparency: Moderate transparency - the company is publicly known and authors are named MDs, but the commercial relationship between content and product sales creates potential bias that is not explicitly disclosed on this page. • Trust Factors: Publicly traded company with regulatory oversight, Named medical doctor authors, Editorial standards documentation exists, About page and company information available, Support/help center linked • Distrust Factors: Strong commercial intent - site sells prescription medications, No contact information on this specific page, No author information on this specific page, Ads present on the page, Potential conflict of interest between medical content and product sales

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'content_authors': 'Named MDs with medical credentials'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page is a programmatically generated index with minimal original content, Template-based structure typical of CMS-generated category pages

Deception Analysis

Severity: none • Deception Details: No significant deceptive elements detected. The page clearly presents itself as a health condition guide index. The commercial nature of the site (selling medications) is not hidden but also not prominently disclosed in relation to the medical content.

Harm Analysis

Severity: none • Harm Details: No directly harmful content identified on this index page. The page links to medical condition guides written by MDs. However, as a YMYL health page, the linked content would need careful review for accuracy.

Ads Analysis

Ad Placement: Ads are present (detected in page structure) but appear to be integrated into the site's commercial navigation rather than disruptive third-party ads. The navigation itself promotes Hims products. • User Experience Impact: The commercial navigation promoting Hims products alongside medical content creates a subtle but persistent commercial context. This does not obstruct the main content but may influence user perception of the medical information's objectivity.

Recommendations

Critical Issues

• Page has only 88 words of original content for a YMYL health topic - far below standards for high-quality health information pages

• No author information or editorial standards displayed on this specific page despite being a health/medical content hub

• Commercial conflict of interest between medical content and prescription medication sales not disclosed

Improvements

• Add a substantive introduction explaining what condition guides are, how they're created, and the editorial/medical review process

• Display author credentials and editorial standards information directly on this page

• Add contact information or link to medical team contact on this page

• Fix the broken image URL for the 'Understanding Hormonal Imbalance' article card

• Add a meta description to improve search snippet quality

• Include a clear disclosure about the relationship between medical content and commercial products

• Add last-updated dates to article cards to demonstrate content freshness

Strengths

• Named MD authors with verifiable credentials for linked articles

• Established, publicly traded telehealth company with regulatory oversight

• Clear navigational structure with breadcrumbs and categorization

• Substantial content library (91 total articles) covering diverse health conditions

• Professional site design with good user experience

25 http://hims.com/consumer-health-data-privacy-policy 72

Confidence: 0.82 **Should Rank** Analysed: 18 Jun 2026 05:55

Scores at a Glance

72	PQ Score	68	E-E-A-T Overall	55	Experience	70	Expertise
75	Authoritativeness	72	Trust	80	Content Effort	65	Originality
75	Skill	78	Accuracy	75	Reputation		

Page Quality

PQ Rating	high
PQ Score	72

PQ Analysis

Meets Purpose: True • Purpose Description: The page exists to inform consumers about how Hims & Hers Health, Inc. collects, uses, shares, and protects consumer health data, in compliance with applicable state privacy laws. It fulfills this purpose with detailed tables, category definitions, and disclosure of sharing practices. • Rating Justification: This is a legitimate, detailed Consumer Health Data Privacy Policy from a publicly traded telehealth company. The content is comprehensive, legally structured, and serves a clear informational purpose for users seeking to understand how their sensitive health data is handled. It meets the standard for a high-quality legal/compliance document despite minor structural and transparency gaps.

E-E-A-T

Overall	68
Experience	55
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: Comprehensive and detailed enumeration of data categories collected and their purposes, Named corporate affiliates and specific data-sharing disclosures, Published by a publicly traded, regulated telehealth company, Addresses sensitive categories including biometric, sexual/reproductive health, and government ID data, Includes de-identification and aggregation practices • Key Weaknesses: No contact information provided on the page for privacy-related inquiries, No named author, legal officer, or DPO identified, No structured data markup to aid machine readability, Ads present on a sensitive legal/privacy policy page, No H1 heading, which is a basic structural omission • Trust Evidence: The policy is comprehensive and specific, naming affiliated entities, data categories, and sharing purposes. However, there is no contact information on this page, no named author or legal officer, no structured data markup, and ads are present on a sensitive privacy policy page, which slightly undermines trust. • Expertise Evidence: The document demonstrates legal and compliance expertise through structured categorization of data types, explicit purpose-of-use tables, references to applicable law, de-identification standards, and consumer rights disclosures. The language is consistent with legal counsel authorship and familiarity with state consumer health data privacy laws (e.g., Washington My Health MY Data Act). • Experience Evidence: The policy is published by Hims & Hers Health, Inc., a publicly traded telehealth company with real-world experience handling sensitive consumer health data at scale. The document reflects operational experience with actual data practices including affiliates (Hims, Inc., H&H; Derm, LLC), third-party partners, and legal compliance frameworks. • Authoritativeness Evidence: Hims & Hers is a publicly traded company (NYSE: HIMS) operating in the regulated telehealth space. Publishing a dedicated Consumer Health Data Privacy Policy separate from a general privacy policy signals regulatory awareness and institutional authority. The company has an About page and established brand presence.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns the handling of sensitive consumer health data including physical and mental health status, sexual and reproductive health, biometric information, and government-issued identifiers. Privacy policies governing health data fall squarely within YMYL because mishandling or misrepresentation of such policies could cause significant harm to individuals' health privacy, financial security, and personal safety. • Potential Harm: If the policy is misleading, incomplete, or non-compliant, users may unknowingly consent to sharing of highly sensitive health, biometric, and sexual/reproductive data with third parties, leading to privacy violations, discrimination, or identity theft. • Standards Required: High standards of legal accuracy, transparency, completeness, and trustworthiness are required. The policy must accurately reflect actual data practices and comply with applicable laws such as HIPAA, state consumer health data privacy laws, and CCPA/CPRA.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Detailed and specific enumeration of all data categories including sensitive types, Purpose-of-use tables clearly map data categories to business uses, Explicit naming of corporate affiliates and sharing partners, Addresses legally sensitive categories like biometric, sexual/reproductive health, and government ID data, Sufficient length and depth for a consumer health data privacy policy • Weaknesses: No H1 heading present, which is a structural gap, No effective date or version number visible in the excerpt, No direct contact information for privacy inquiries on the page, No images, diagrams, or visual aids to improve comprehension of complex data flows • Mc Description: The main content is a detailed Consumer Health Data Privacy Policy covering: categories of consumer health data collected, sources of data, purposes of use mapped to data categories, data sharing practices with affiliates and third parties, and legal compliance disclosures. It is organized with headers and tables for readability.

Trust & Reputation

Trust Level	high
Reputation Score	75
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing public accountability and regulatory oversight'} • {'source': 'The company operates in the regulated telehealth sector and is subject to HIPAA, FTC oversight, and state health data privacy laws'} • {'source': 'Hims & Hers has received significant press coverage from major outlets including Forbes, WSJ, and healthcare trade publications'} • {'source': 'The company has an established About page and corporate identity, indicating a legitimate, non-anonymous organization'}

Trust Analysis

Transparency: Moderate-to-high transparency. The policy is detailed and specific about data practices, but lacks a named responsible party, contact information for privacy requests, and an effective date on the page itself. • Trust Factors: Published by a publicly traded, regulated telehealth company with real accountability, Comprehensive and specific policy content reflecting genuine legal compliance effort, Named corporate affiliates and specific data-sharing disclosures increase transparency, Has an About page establishing organizational identity, Operates under multiple regulatory frameworks (HIPAA, state privacy laws, FTC) • Distrust Factors: No contact information for privacy inquiries on this specific page, No named author, legal officer, or Data Protection Officer identified, Ads present on a sensitive privacy policy page, which is unusual and slightly undermines professionalism, No structured data markup to verify organizational claims, No visible effective date or version number in the excerpt

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Consumer Health', 'stock_exchange': 'NYSE: HIMS', 'regulatory_status': 'Subject to HIPAA, FTC, and state consumer health data privacy laws'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page is a straightforward legal disclosure document. The presence of ads is noted but does not obstruct the main content or constitute deception. The policy content appears to be a genuine disclosure of data practices rather than an attempt to mislead users.

Harm Analysis

Severity: none • Harm Details: The page itself is a privacy policy disclosure document and does not contain harmful content. It transparently discloses data collection and sharing practices. While the data practices described (e.g., sharing health data with affiliates and third parties) could be concerning to privacy-conscious users, the disclosure itself is not harmful — it is the legally required transparency mechanism.

Ads Analysis

Ad Placement: Ads are present on the page according to the page structure metadata. The specific placement is not detailed in the excerpt, but ads on a privacy policy page are generally considered inappropriate as they may involve tracking technologies that conflict with the privacy disclosures being made. • User Experience Impact: Minor negative impact. Ads on a privacy policy page create a potential conflict of interest and may undermine user trust in the privacy disclosures. Users reading about how their data is protected may be concerned to see advertising present. However, the ads do not appear to obstruct the main content.

Recommendations

Critical Issues

• No contact information for privacy inquiries on the page — this may be a legal compliance gap under some state privacy laws that require accessible contact mechanisms

• Ads present on a sensitive health data privacy policy page create a potential conflict of interest and may undermine regulatory compliance optics

Improvements

• Add a dedicated privacy contact email or postal address directly on this page for consumer inquiries and data rights requests

• Include an effective date and version number at the top of the policy to establish currency and allow users to track changes

• Add a named responsible party (e.g., Chief Privacy Officer or Data Protection Officer) to increase accountability and trust

• Remove or relocate ads from this privacy policy page to avoid conflicts of interest and improve professional credibility

• Add an H1 heading to improve page structure and SEO

• Implement structured data markup (e.g., schema.org) to improve machine readability and search engine understanding

• Add a summary section or plain-language overview at the top for users who cannot parse dense legal language

Strengths

• Comprehensive and detailed enumeration of all consumer health data categories including sensitive types (biometric, sexual/reproductive health, government ID)

• Well-structured purpose-of-use tables that clearly map data categories to business purposes

• Published by a publicly traded, regulated telehealth company with established accountability

• Explicit naming of corporate affiliates and data-sharing partners increases transparency

• Sufficient length and depth (6,276 words) for a consumer health data privacy policy covering complex regulatory requirements

26

http://hims.com/drugs/compare

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:50

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

27 http://hims.com/drugs/info 58

Confidence: 0.65 **Should Rank** Analysed: 18 Jun 2026 05:52

Scores at a Glance

55	PQ Score	62	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	60	Trust	50	Content Effort	55	Originality
60	Skill	60	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a directory/hub for drug information articles, helping users navigate to specific medication pages. It also promotes Hims weight loss services prominently. • Rating Justification: This is a hub/index page for drug and medication information from a telehealth company. It serves a clear navigational purpose, listing medications alphabetically and by category. However, as an index page it has minimal substantive content (166 words), no author information, and is primarily commercial in nature. The page meets basic quality standards for a hub page but lacks the depth expected for YMYL health content.

E-E-A-T

Overall	62
Experience	55
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Established telehealth brand with public company status, Structured data implementation (MedicalWebPage schema), Comprehensive A-Z drug listing suggesting editorial investment, Claims of doctor-designed content • Key Weaknesses: No individual author credentials visible on this hub page, No contact information on the page, Strong commercial intent may bias content, No visible citations or medical references on this index page • Trust Evidence: The page has structured data (MedicalWebPage, BreadcrumbList schemas), an About page exists, and the company is publicly traded. However, no contact information is visible on this specific page, no individual authors are identified, and the page serves commercial purposes (driving users to purchase medications). • Expertise Evidence: Hims is a telehealth company with licensed medical providers. The page references 'Designed by doctors, shaped by you' suggesting medical professional involvement. However, no specific author credentials are visible on this hub page, and no individual medical experts are identified. • Experience Evidence: The page is a hub/index page for drug information from Hims, a telehealth company. There is no direct evidence of personal experience with medications on this specific page. The company claims to have licensed providers involved in content creation. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The site has structured data including MedicalWebPage schema. The domain hims.com is an established healthcare brand. The page links to numerous drug information pages suggesting a comprehensive resource.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is explicitly about drugs and medications, which falls squarely within YMYL health content. Users seeking drug information may make health decisions based on this content. The page links to detailed drug information pages covering uses, dosages, side effects, and warnings. • Potential Harm: Users could make incorrect medication decisions if information is inaccurate or misleading. The commercial nature of the site (selling prescription medications) creates potential conflicts of interest. • Standards Required: High expertise, authoritativeness, and trustworthiness standards are required. Medical credentials should be clearly displayed, sources cited, and information should be medically accurate and reviewed by qualified professionals.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear organizational structure with A-Z navigation, Categorization by health condition makes navigation intuitive, Comprehensive list of medications covered, Clear page title and description • Weaknesses: Very minimal substantive content (166 words) for a YMYL health page, No medical disclaimers or safety information visible, Prominent promotional content for weight loss services may distract from informational purpose, No author or medical reviewer information • Mc Description: The main content consists of a drug information hub with an A-Z alphabetical listing of medications, categorized popular medications (Weight Loss, Sex, Hair), and a promotional hero section for Hims weight loss services. The page serves as a directory to individual drug information pages.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company on NYSE (HIMS), providing verifiable corporate accountability'} • {'source': 'The company has received significant press coverage as a major telehealth provider'} • {'source': 'Hims operates under FDA and state medical board regulations as a telehealth platform'} • {'source': 'The site references licensed providers and clinical excellence standards'}

Trust Analysis

Transparency: Moderate transparency - the company is publicly known and regulated, but individual page lacks author credentials, contact information, and clear separation between commercial and informational content. • Trust Factors: Publicly traded company with regulatory oversight, Established telehealth brand with years of operation, MedicalWebPage structured data implementation, About page exists with company information, References to licensed medical providers • Distrust Factors: No contact information visible on this page, No individual author or medical reviewer identified, Strong commercial intent (selling medications) may bias content, No visible medical citations or references, Promotional content mixed with informational content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'medical_staff': 'Licensed providers referenced but not individually identified on this page', 'regulatory_status': 'Publicly traded (NYSE: HIMS)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No

Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No significant deception detected. The page clearly identifies itself as a drug information hub from Hims. The promotional content for weight loss services is clearly branded. The commercial nature of the site is apparent.

Harm Analysis

Severity: none • Harm Details: No directly harmful content identified on this hub page. The page is a directory to drug information. However, the commercial context (telehealth company selling medications) creates potential for bias in how medications are presented.

Ads Analysis

Ad Placement: The page contains a promotional banner for Wegovy weight loss medication at the top, and a hero section promoting Hims weight loss services. These are first-party promotional content rather than third-party ads, but serve a similar commercial function. • User Experience Impact: The promotional content is integrated into the page design and does not significantly obstruct access to the drug information directory. The promo banner is dismissible and the main content remains accessible.

Recommendations

Critical Issues

- No author or medical reviewer credentials visible - critical for YMYL health content
- No contact information on the page - reduces trust signals
- Commercial bias not clearly disclosed - potential conflict of interest for drug information

Improvements

- Add visible medical reviewer credentials and author information to establish expertise
- Include contact information or link to customer support prominently
- Add medical disclaimers and safety notices appropriate for a drug information hub
- Separate commercial content more clearly from informational content
- Add brief descriptions of what users will find on individual drug pages
- Include editorial standards and review process information
- Add citations to medical databases or regulatory sources

Strengths

- Established, publicly traded telehealth company with regulatory oversight
- Comprehensive A-Z drug listing showing editorial investment
- Proper structured data implementation (MedicalWebPage schema)
- Clear organizational structure with intuitive navigation
- Legitimate business purpose with real medical services

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http://hims.com/drugs/info/avanafil

52

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:58

Scores at a Glance

55	PQ Score	62	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	60	Trust	55	Content Effort	60	Originality
65	Skill	70	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to provide basic drug information about avanafil (Stendra) including approved uses, side effects, cost, interactions, warnings, and FAQs. It partially fulfills this purpose but is incomplete compared to comprehensive drug reference resources. • Rating Justification: The page provides basic drug information about avanafil with a medical reviewer, FDA citations, and structured content. However, it is very thin (300 words) for a YMYL health topic, has a clear commercial bias as Hims sells ED medications, lacks contact information, and does not provide comprehensive drug information that patients would need (dosing, full interaction list, storage, etc.). It meets minimum quality standards but falls short of high-quality medical reference content.

E-E-A-T

Overall	62
Experience	55
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical reviewer with multiple advanced degrees (MD, MBA, MPH, MS, ALM), Cites FDA prescribing information directly, References peer-reviewed clinical trial (Kumar MA et al., 2022), Uses MedicalWebPage structured data schema, Includes editorial standards disclosure, Clear separation of approved uses, side effects, warnings, and contraindications • Key Weaknesses: No contact information on the page, Commercial conflict of interest - Hims sells ED medications, Word count is only 300 words for a drug information page, which is thin for YMYL health content, No author biography or detailed credentials displayed inline, Missing information about drug interactions beyond a brief list, No dosing instructions or administration guidance • Trust Evidence: The page has a medical reviewer with credentials, cites FDA prescribing information and a published clinical trial, includes editorial standards disclosure, and uses MedicalWebPage schema markup. However, there is no contact information on this specific page, and the content serves a commercial purpose (driving users to purchase ED treatments). • Expertise Evidence: The page lists a medical reviewer (Mike Bohl, MD, MBA, MPH, MS, ALM) with multiple advanced degrees, indicating medical expertise. Content references FDA-approved uses, clinical pharmacology (PDE5 inhibitor mechanism), and cites peer-reviewed research and FDA prescribing information. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses medications. They have direct experience with ED treatments including avanafil. However, no patient testimonials or first-hand usage experiences are present on this specific drug info page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company with significant brand recognition. The page uses structured data (MedicalWebPage schema), cites FDA label data, and references a peer-reviewed clinical trial. The site has an About page and editorial standards page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical drug information about a prescription medication (avanafil/Stendra) used to treat erectile dysfunction. It includes information about contraindications, drug interactions, warnings about serious adverse events (priapism, vision loss, hearing loss), and medical conditions. Incorrect or misleading information could directly harm users. • Potential Harm: Users relying on incomplete or inaccurate drug information could experience serious adverse events, dangerous drug interactions (especially with nitrates which can cause life-threatening hypotension), or fail to seek appropriate medical care. The page's brevity means critical safety information may be missing. • Standards Required: High expertise, authoritativeness, and trustworthiness are required. Content should be comprehensive, accurate, regularly updated, and reviewed by qualified medical professionals. Commercial conflicts of interest should be clearly disclosed.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear section organization with logical flow, Includes critical safety warnings (priapism, vision loss, hearing loss, nitrate contraindication), FAQ section addresses common patient questions, Medical reviewer attribution with credentials, Cites primary sources (FDA label, clinical trial) • Weaknesses: Only 300 words - extremely thin for a drug information page on a YMYL topic, Internal inconsistencies in onset time (15 min vs 30 min) and duration (6 hours vs 5 hours), Missing dosing information and administration instructions, Missing storage information, Missing information about what to do if a dose is missed, Missing comprehensive list of drug interactions, Missing information about use in special populations (elderly, renal/hepatic impairment), Commercial CTAs ('Spontaneous sex for less than $2/day') mixed with medical information • Mc Description: The main content is a structured drug information page covering avanafil (Stendra), including its mechanism of action, approved uses, drug category, common side effects, cost information, contraindications, drug interactions, warnings, and FAQs. Content is organized with clear section headers and includes a medical reviewer attribution.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with regulatory oversight'} • {'source': 'The company operates as a licensed telehealth provider subject to state medical board regulations'} • {'source': 'Medical reviewer Mike Bohl, MD has verifiable credentials (MD, MBA, MPH, MS, ALM)'} • {'source': 'The site references FDA prescribing information and peer-reviewed research'} • {'source': 'Hims has received significant media coverage as a major telehealth platform'}

Trust Analysis

Transparency: Partially transparent - the site discloses its editorial standards and medical reviewer, but does not clearly disclose that Hims sells avanafil/ED medications and has a financial interest in the content. The commercial nature of the page is evident from CTAs but not explicitly disclosed in the medical content sections. • Trust Factors: Named medical reviewer with multiple advanced degrees, Publicly traded company with regulatory oversight, Cites FDA prescribing information, References peer-reviewed clinical trial, Has About page and editorial standards, Uses appropriate medical schema markup, Licensed telehealth provider • Distrust Factors: No contact information on the page, Clear commercial conflict of interest - company sells the medications discussed, Internal content inconsistencies undermine accuracy claims, Very thin content for a YMYL health topic, Commercial CTAs mixed with medical information, No disclosure of commercial relationship to the drug information

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Mike Bohl, MD, MBA, MPH, MS, ALM', 'organization_type': 'Publicly traded telehealth company', 'regulatory_status': 'Licensed telehealth provider'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: medium • Spam Indicators: Very thin content (300 words) for a drug information page could indicate low-effort content production, The page appears to be one of many similar drug information pages on the site (part of a /drugs/info/ section), suggesting potential scaled content production

Deception Analysis

Severity: minor • Deception Details: The page contains internal factual inconsistencies (onset time: 15 min vs 30 min; duration: 6 hours vs 5 hours) that constitute misleading information, though likely unintentional. The commercial purpose of the page (driving users to purchase ED treatments from Hims) is not explicitly disclosed alongside the medical information, which could be considered mildly deceptive by omission. The page presents itself as neutral drug information while serving a commercial function.

Harm Analysis

Severity: low • Harm Details: The page contains internal inconsistencies (onset time stated as 15 minutes in intro vs 30 minutes in FAQ; duration stated as 6 hours in intro vs 5 hours in FAQ) that could mislead patients about medication timing. The page is also incomplete as a drug reference, which could lead patients to believe they have comprehensive information when they do not. The commercial framing ('Spontaneous sex for less than $2/day') alongside medical information creates a potentially misleading context.

Ads Analysis

Ad Placement: The page contains promotional CTAs for Hims ED treatments ('Spontaneous sex for less than $2/day', 'Treatment for ED made simple', 'Have spontaneous sex again') integrated into the page layout. These are first-party promotional content rather than third-party ads. A promotional banner appears at the top of the page. • User Experience Impact: The promotional CTAs are present but do not significantly obstruct the main drug information content. They are placed in sidebars and at the bottom of the page. However, the mixing of commercial promotion with medical information could affect user trust and the perceived objectivity of the content.

Recommendations

Critical Issues

• Internal factual inconsistencies about onset time (15 min vs 30 min) and duration (6 hours vs 5 hours) undermine medical accuracy on a YMYL page

• Extremely thin content (300 words) for a YMYL drug information page fails to meet the comprehensive information needs of patients

• No contact information on the page violates basic trust signals for a health information site

• Commercial conflict of interest not explicitly disclosed alongside medical content

Improvements

• Expand content significantly - a drug information page should have at minimum 1,000-2,000 words covering dosing, administration, storage, missed doses, special populations, and comprehensive interactions

• Fix internal inconsistencies: standardize onset time (15 min vs 30 min) and duration (6 hours vs 5 hours) claims

• Add contact information to the page or clearly link to it

• Clearly disclose the commercial relationship between Hims and the drug information (Hims sells ED medications)

• Add comprehensive drug interaction information beyond the brief list provided

• Include dosing information and administration instructions

• Add information about use in special populations (elderly, renal/hepatic impairment, hepatic impairment)

• Include storage and handling information

• Add information about what to do if a dose is missed

• Display medical reviewer credentials and biography inline on the page

• Add a 'last reviewed/updated' date prominently

• Consider adding patient-friendly explanations of the mechanism of action

Strengths

• Named medical reviewer with multiple advanced degrees (MD, MBA, MPH, MS, ALM) provides credibility

• Cites primary sources including FDA prescribing information and peer-reviewed clinical trial

• Includes critical safety warnings about serious adverse events (priapism, vision loss, hearing loss, nitrate contraindication)

• Uses appropriate MedicalWebPage structured data schema

• Clear section organization makes information easy to navigate

• FAQ section addresses common patient questions effectively

• Has editorial standards page demonstrating commitment to content quality

29 http://hims.com/drugs/info/stendra 52

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:57

Scores at a Glance

52	PQ Score	62	E-E-A-T Overall	55	Experience	70	Expertise
65	Authoritativeness	60	Trust	45	Content Effort	35	Originality
60	Skill	75	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to provide basic drug information about Stendra (avanafil) including uses, side effects, cost, interactions, warnings, and FAQs, while also serving as a commercial funnel for Hims ED treatment services. • Rating Justification: The page provides basic, accurate drug information about Stendra (avanafil) with a medical reviewer credited and references cited. However, the content is very thin (317 words), the page serves a clear commercial purpose for a telehealth company selling ED treatments, and the information is largely derivative of the FDA prescribing label. It meets minimum standards for a drug information page but lacks depth, original analysis, or comprehensive patient guidance expected of a high-quality medical reference.

E-E-A-T

Overall	62
Experience	55
Expertise	70
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Medical reviewer with multiple advanced degrees credited, References to FDA prescribing information and peer-reviewed research, Structured data (MedicalWebPage, FAQPage, BreadcrumbList) implemented, Editorial standards page linked, Clear disclaimer about informational purpose • Key Weaknesses: No contact information visible on the page, Commercial conflict of interest — page drives users toward purchasing Hims ED products, No author biography or credentials detail beyond name and degrees, Limited depth for a drug information page (317 words is very thin), No independent third-party validation of content accuracy • Trust Evidence: The page has an About page, structured data, editorial standards link, and medical reviewer attribution. References are cited. However, there is no direct contact information on this page, and the content serves a commercial purpose (driving users to purchase ED treatments). The disclaimer notes it is for informational purposes only. • Expertise Evidence: The page lists a medical reviewer (Mike Bohl, MD, MBA, MPH, MS, ALM) with multiple advanced degrees, indicating professional medical expertise. Content covers pharmacological details (PDE5 inhibitor class, mechanism, dosing, contraindications, warnings) consistent with clinical knowledge. References include FDA prescribing information and a peer-reviewed clinical trial. • Experience Evidence: The page is produced by Hims & Hers Health, Inc., a telehealth company that prescribes and dispenses medications including ED treatments. The company has direct experience with the drug category. However, no patient experience or first-hand use accounts are present on this specific page. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company with significant media coverage and brand recognition. The page cites authoritative sources (FDA label, PubMed study, Drugs.com, GoodRx). The structured data uses MedicalWebPage schema. However, the page is primarily a commercial drug information page on a company's own site, not an independent medical authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical drug information about a prescription medication (Stendra/avanafil) including dosing, contraindications, drug interactions, and safety warnings. Incorrect or misleading information could directly harm users who make health decisions based on this content. • Potential Harm: Users could make incorrect decisions about medication use, miss critical contraindications (e.g., nitrate interactions causing dangerous hypotension), or delay seeking appropriate medical care based on inaccurate information. • Standards Required: High E-E-A-T standards required: content should be written or reviewed by qualified medical professionals, cite authoritative sources, be accurate and up-to-date, and clearly distinguish between informational content and medical advice.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Covers all major drug information categories, Includes important safety warnings (nitrate contraindication, priapism, vision/hearing loss), FAQ addresses common patient questions, References are cited and credible • Weaknesses: Extremely thin content (317 words) for a comprehensive drug information page, Missing information on special populations (elderly, renal/hepatic impairment), No information on how to take the medication properly, No discussion of what to do if a dose is missed, No information on storage, Comparison to other ED medications is superficial • Mc Description: The main content covers Stendra (avanafil) drug information including: basic description as a PDE5 inhibitor, approved uses (ED), drug category, common side effects, cost information, contraindications and drug interactions, warnings and precautions, and a 4-question FAQ. Content is accurate but very brief.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage'} • {'source': 'Company operates as a licensed telehealth provider with state-by-state medical licensing'} • {'source': 'Medical reviewer Mike Bohl, MD has multiple advanced degrees (MD, MBA, MPH, MS, ALM)'} • {'source': 'References include FDA prescribing information and PubMed-indexed clinical trial'}

Trust Analysis

Transparency: Moderate transparency. The company identity is clear, medical reviewer is named, and editorial standards are referenced. However, the commercial motivation is not explicitly disclosed, and the page lacks a visible last-reviewed date which is important for medical content. • Trust Factors: Publicly traded company with regulatory oversight, Medical reviewer with verifiable credentials, Editorial standards page linked, FDA prescribing information cited as primary source, Structured data with publisher information, Clear disclaimer about informational purpose • Distrust Factors: No contact information on the page, Strong commercial conflict of interest — company sells the drug category being described, Very thin content may suggest SEO-driven rather than patient-education-driven purpose, No date of last medical review visible, Author bio not linked or expanded

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'company_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Mike Bohl, MD, MBA, MPH, MS, ALM', 'editorial_standards': 'Referenced on page'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	No

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: medium • Spam Indicators: Content is largely derivative of FDA prescribing label, Very short content (317 words) may suggest thin content created primarily for SEO

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The commercial purpose (Hims telehealth service) is evident from the page design and CTAs. Drug information appears accurate. The disclaimer clearly states informational purpose. The page title accurately describes the content.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. Safety warnings are appropriately included. The commercial nature of the page (promoting Hims services) is a potential bias but does not rise to the level of harmful or misleading content. The disclaimer clearly states the content is informational only.

Ads Analysis

Ad Placement: The page contains promotional CTAs for Hims ED treatment services ('Spontaneous sex for less than $2/day', 'Treatment for ED made simple', 'Have spontaneous sex again'). These are internal promotional elements rather than third-party ads. They appear at the top and bottom of the page, not interrupting the main drug information content. • User Experience Impact: The promotional CTAs are present but do not obstruct the main drug information content. They are clearly distinguishable from the informational content. The overall user experience for accessing drug information is not significantly impaired.

Recommendations

Critical Issues

• Content is critically thin (317 words) for a YMYL drug information page — this is the most significant quality issue

• No visible last-reviewed date makes it impossible to assess content currency for a medical page

• Strong commercial conflict of interest is not disclosed — the company selling ED treatments is providing drug information about ED medications

Improvements

• Significantly expand content depth — add sections on proper administration, missed doses, storage, special populations (elderly, renal/hepatic impairment), and detailed mechanism of action

• Add a visible 'last medically reviewed' date to establish content currency

• Include a link to the medical reviewer's biography and credentials

• Add contact information or a clear path to reach medical professionals
• Expand the drug comparison section with more nuanced clinical context rather than marketing claims
• Add patient-centered guidance on what to discuss with a doctor before taking Stendra
• Include information on generic availability (avanafil) and insurance coverage

Strengths

• Medical reviewer with multiple advanced degrees (MD, MBA, MPH, MS, ALM) is credited
• References include FDA prescribing information and peer-reviewed clinical trial
• Important safety warnings (nitrate contraindication, priapism, vision/hearing loss) are included
• Structured data (MedicalWebPage, FAQPage) is properly implemented
• Editorial standards page is linked and referenced

30 http://hims.com/editorial-standards 63

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:54

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	68	Trust	65	Content Effort	60	Originality
65	Skill	70	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform readers about the editorial standards, content creation process, medical review procedures, and transparency policies governing health content published on hims.com. • Rating Justification: The page serves a legitimate and important purpose — explaining editorial standards for a health content publisher. It covers key areas including writer qualifications, medical review processes, sourcing standards, correction policies, and transparency about commercial relationships. However, it lacks named individuals, is not recently updated (2022), has no structured data, and the author attribution is anonymous. For a YMYL-adjacent editorial standards page, these gaps reduce the rating from high to medium-plus.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Explicit disclosure of commercial relationship between content and telehealth services, Describes multi-step medical review process with specialist reviewers, References high-quality sourcing standards (NIH, CDC, FDA, peer-reviewed research), Provides correction policy and contact email for errors, Links to medical experts page for further verification, Describes content update and removal policies • Key Weaknesses: No named individuals identified as editors, writers, or medical reviewers on this page, Author listed only as 'Our Editorial Team' — anonymous, Last updated in 2022, potentially outdated, No structured data (schema markup) to support E-E-A-T signals, No contact phone number or physical address, Meta description contains grammatical error ('worlds' missing apostrophe) suggesting limited editorial attention to this page itself • Trust Evidence: The page provides a contact email (blog@forhims.com), links to privacy policy and terms and conditions, discloses the commercial relationship between editorial content and telehealth services, and describes a correction policy. However, no contact phone number or physical address is provided. The transparency section acknowledges potential conflicts of interest between editorial content and commercial offerings. • Expertise Evidence: The page references board-licensed physicians, specialists, and healthcare professionals as reviewers. It mentions a two-step medical research and review process, sourcing guidelines developed with medical and legal advisory boards, and links to a medical experts page. However, the editorial standards page itself does not name specific experts or provide verifiable credentials. • Experience Evidence: The page describes a content creation process involving experienced writers and editors with backgrounds in medical writing, lifestyle writing, and investigative journalism. However, no specific named individuals are identified on this editorial standards page itself, limiting direct demonstration of first-hand experience. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (Hims & Hers Health, Inc.) with significant brand recognition in the men's health space. The page references NIH, CDC, FDA as acceptable sources, and mentions peer-reviewed research standards. The company has established media presence and is listed on NYSE.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is an editorial standards page for a health information website that publishes medical content for men and women. While the page itself is a policy/process page rather than direct medical advice, it governs the standards applied to YMYL health content. The site publishes information about prescription treatments, medical conditions, and telehealth services — all clearly YMYL. • Potential Harm: If editorial standards are inadequate or misleading, users may rely on inaccurate health information from the broader site, potentially leading to harmful health decisions. The page itself does not directly cause harm but sets expectations for the trustworthiness of health content. • Standards Required: High standards for accuracy, transparency, named expert reviewers, verifiable credentials, clear conflict-of-interest disclosures, and up-to-date information are required given the YMYL nature of the content this page governs.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear logical structure with descriptive headings, Transparent disclosure of commercial relationship between content and telehealth services, Specific sourcing standards described (NIH, CDC, FDA, peer-reviewed research from 2015+), Correction policy with contact email provided, Content update and removal policies explained, Links to related pages (medical experts, medical review process) • Weaknesses: No named individuals (writers, editors, medical reviewers) identified, Author attribution is anonymous ('Our Editorial Team'), Page last reviewed in 2022 — potentially outdated, No images, infographics, or visual aids to enhance comprehension, No structured data markup to support machine-readable E-E-A-T signals, Some claims are vague (e.g., 'rigorous training process') without specifics • Mc Description: The main content is a structured editorial standards document covering content objectives, editorial integrity, writer and editor qualifications, medical review processes, sourcing standards, compliance, content curation policies, correction procedures, transparency disclosures, and contact information.

Trust & Reputation

Trust Level	high
Reputation Score	72
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has received significant press coverage from major outlets including Forbes, TechCrunch, and health publications'} • {'source': 'The company operates a licensed telehealth platform subject to healthcare regulatory standards'} • {'source': 'Hims has established partnerships with licensed physicians and healthcare providers across the US'}

Trust Analysis

Transparency: The page demonstrates reasonable transparency, particularly in the 'Transparency' section which explicitly acknowledges that editorial content is related to the company's commercial telehealth services. The correction policy and contact information add accountability. However, the lack of named individuals reduces transparency about who is actually responsible for content decisions. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory oversight, Transparent disclosure of commercial relationship between content and services, Provides contact email for corrections and feedback, Links to privacy policy and terms and conditions, References medical and legal advisory board involvement in sourcing guidelines, Describes multi-step medical review process, Has About page and established web presence • Distrust Factors: No named individuals identified as editors, writers, or medical reviewers, Anonymous author attribution ('Our Editorial Team'), Page not updated since 2022, No physical address or phone number provided, Unsubstantiated claim of being 'one of the world's most trusted digital resources for men', No structured data to support E-E-A-T signals

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform and health content publisher', 'regulatory_status': 'Publicly traded, subject to SEC reporting requirements'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly identifies itself as an editorial standards page, transparently discloses the commercial relationship between content and telehealth services, and provides accurate information about the content creation process. The main content is accessible and not obstructed by ads or interstitials.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is a policy/process page that transparently describes editorial standards. The transparency section appropriately discloses the commercial relationship between editorial content and telehealth services, which reduces potential for misleading users.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, likely referring to the promotional content for Hims telehealth services (the 'Find my treatment' CTA section at the bottom). This is first-party promotional content rather than third-party advertising, which is appropriate for a company's own editorial standards page. • User Experience Impact: The promotional content appears at the bottom of the page after the main editorial standards content, so it does not obstruct the primary purpose of the page. The user experience is not significantly impacted.

Recommendations

Critical Issues

• Anonymous authorship ('Our Editorial Team') with no named individuals undermines E-E-A-T for a YMYL health publisher's editorial standards page

• Page last updated in 2022 — for a health content standards page, this staleness raises questions about whether the described processes are still current

Improvements

• Add named individuals for key editorial roles (Editor-in-Chief, Medical Director, Lead Reviewers) with verifiable credentials and bios

• Update the page — it has not been reviewed since 2022, which is problematic for a health content standards page

• Add structured data markup (Schema.org) to support machine-readable E-E-A-T signals

• Include a physical address or phone number in addition to the email contact

• Expand the transparency section to include specific disclosure of how commercial interests are managed to prevent editorial bias

• Add links to sample reviewed articles or a content audit report to demonstrate the review process in practice

• Remove or substantiate the unverified claim of being 'one of the world's most trusted digital resources for men' in the meta description

Strengths

• Transparent disclosure of commercial relationship between editorial content and telehealth services — a notable strength for a health publisher with commercial interests

• Describes specific sourcing standards referencing authoritative sources (NIH, CDC, FDA, peer-reviewed research)

• Provides a correction policy with contact information, demonstrating accountability

• Published by a publicly traded company (NYSE: HIMS) with regulatory oversight and established brand reputation

• Clear logical structure with descriptive headings makes the content easy to navigate and understand

31 http://hims.com/erectile-dysfunction/cialis 63

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:53

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
72	Authoritativeness	68	Trust	65	Content Effort	60	Originality
68	Skill	78	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for purchasing Cialis online through Hims' telehealth platform. It informs users about Cialis (tadalafil), how it works, dosing, side effects, contraindications, pricing, and how to get a prescription through the platform. It successfully fulfills this commercial and informational purpose. • Rating Justification: This is a YMYL health page from a legitimate, publicly traded telehealth company (Hims & Hers Health, Inc.) that sells prescription ED medication. The page provides accurate medical information about Cialis, includes safety warnings, discloses pricing, and requires a prescription via licensed provider consultation. However, it is primarily a commercial product page rather than a comprehensive medical resource. The medical reviewer is named but not prominently credentialed. Missing contact info, About page, and detailed author credentials reduce the rating from High. The content is adequate and accurate for its commercial purpose but does not reach the highest standards required for YMYL health content.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Medical reviewer (Peter J. Stahl, MD) is named, providing some E-E-A-T signal, Accurate clinical information about Cialis mechanism, dosing, side effects, and contraindications, Transparent about prescription requirement and online consultation process, Pricing is disclosed clearly, Hims is a publicly traded, well-known telehealth brand with regulatory oversight, Includes emergency safety warnings (priapism, vision loss) • Key Weaknesses: No visible contact information (phone, address) on the page, Author/reviewer credentials not fully elaborated or linked to a bio page, No About page link visible in the content excerpt, Has_author_info and has_about_page flagged as false in metadata, Page is primarily a product/sales page rather than a comprehensive medical resource, Lacks patient testimonials or clinical study citations to support efficacy claims • Trust Evidence: The page clearly states prescriptions are only dispensed after online consultation with a licensed provider, which is a positive trust signal. Safety information is included (side effects, contraindications, drug interactions, emergency warnings). The page discloses pricing ($958/month for branded Cialis, $82/month for generic tadalafil). However, the page lacks visible contact information, a dedicated About page link in the excerpt, and the author info is minimal (only a name mention without linked credentials). No contact phone number or physical address is visible. • Expertise Evidence: The page notes it has been 'medically reviewed by Peter J. Stahl, MD,' which provides some expert credentialing. Content accurately describes Cialis (tadalafil) as a PDE5 inhibitor, explains its mechanism of action, dosing, side effects, contraindications, and drug interactions with reasonable clinical accuracy. However, the reviewer's credentials are not fully elaborated on the page itself, and no author byline with credentials is prominently displayed. • Experience Evidence: The page is operated by Hims & Hers Health, Inc., a publicly traded telehealth company with real-world experience dispensing prescription medications through licensed providers. The platform connects users with licensed medical providers for online consultations, demonstrating operational experience in the telehealth space. However, the page itself lacks first-person patient experience narratives or case studies. • Authoritativeness Evidence: Hims is a well-known, publicly traded (NYSE: HIMS) telehealth company with significant media coverage and brand recognition. The domain hims.com is an established, authoritative brand in men's telehealth. The page references FDA-approved medications and uses proper pharmaceutical terminology. Structured data (BreadcrumbList) is implemented. The company is licensed to operate telehealth services across the US.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves prescription medication (Cialis/tadalafil) for erectile dysfunction, including dosing instructions, side effects, contraindications, drug interactions, and emergency medical warnings. It facilitates the purchase and prescription of a controlled pharmaceutical product. This is unambiguously YMYL content under the health and safety category. • Potential Harm: Inaccurate medical information could lead users to take Cialis unsafely, ignore dangerous drug interactions (e.g., with nitrates), or fail to seek appropriate in-person medical care. The online prescription model, while legitimate, carries inherent risks if the consultation process is inadequate. Incorrect dosing or contraindication information could cause serious adverse events including cardiovascular complications. • Standards Required: Highest E-E-A-T standards are required. Content must be medically accurate, authored or reviewed by qualified medical professionals with verifiable credentials, include comprehensive safety information, and the platform must be properly licensed and regulated. The page partially meets these standards but falls short of the highest bar due to missing transparency elements.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes

Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ covering the most common patient questions about Cialis, Clear explanation of mechanism of action in accessible language, Transparent pricing for both branded and generic options, Includes both common and serious side effects with emergency guidance, Drug interactions and contraindications are listed, Clear process for obtaining prescription through the platform, Structured data implemented for better search visibility • Weaknesses: No H2 headings detected, suggesting potential structural issues with content hierarchy, Lacks citations to clinical evidence or FDA prescribing information, Medical reviewer credentials not fully elaborated, No patient testimonials or real-world outcome data, The page is primarily commercial in nature, which may limit its value as a pure medical resource, No visible contact information for medical emergencies or questions • Mc Description: The main content is a product page for Cialis (tadalafil) sold through Hims' telehealth platform. It includes: a hero section with key product benefits, mechanism of action explanation, dosing instructions, side effects (common and serious), a step-by-step process for obtaining a prescription online, a comprehensive FAQ section, related article links, and a comparison with other ED treatments offered by Hims.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting requirements and public financial scrutiny'} • {'source': 'Hims has received extensive mainstream media coverage from outlets including Forbes, CNBC, and The Wall Street Journal'} • {'source': 'The company is licensed to operate telehealth services and pharmacy fulfillment across multiple US states, subject to state medical board oversight'} • {'source': 'Hims has partnerships with licensed pharmacies and employs board-certified physicians for consultations'} • {'source': 'The Better Business Bureau and Trustpilot have public reviews of Hims, providing independent reputation signals'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and subject to regulatory oversight, which provides external accountability. The page discloses the prescription requirement, pricing, and safety information. However, the page lacks direct contact information, a clearly linked About page, and detailed medical reviewer credentials, which are important transparency elements for YMYL health content. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory and financial transparency obligations, Requires licensed provider consultation before dispensing prescription medication, Medical reviewer (Peter J. Stahl, MD) is named, Accurate safety information including serious adverse events and emergency guidance, Transparent pricing for both branded and generic options, Structured data and breadcrumb navigation indicate professional web development, FDA-approved medication with proper regulatory framing, Disclaimer about compounded products not being FDA-approved is included • Distrust Factors: No visible contact information (phone number, physical address) on the page, Author/reviewer credentials not linked to a verifiable bio page, Has_about_info flagged as false - no About page link visible in content, Primarily a commercial sales page, which creates inherent conflict of interest in medical information presentation, No independent clinical citations to support efficacy claims, The casual, marketing-oriented tone ('ED? NBD') may undermine medical seriousness for some users

Creator

Creator Identified	Yes

Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': "Telehealth platform and men's wellness company", 'medical_reviewer': 'Peter J. Stahl, MD', 'regulatory_status': 'Licensed telehealth operator, publicly traded'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected, Content is original and brand-specific, No suspicious patterns flagged in metadata, Professional web infrastructure (Next.js, structured data, CDN) indicates legitimate operation

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial purpose (selling Cialis through a telehealth platform). It accurately represents the prescription requirement, the online consultation process, pricing, and safety information. The medical information provided is accurate and not misleading. The page does not hide its commercial nature or make false claims about the medication's efficacy.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It accurately represents Cialis as a prescription medication requiring a licensed provider consultation. Safety warnings are included. The page does not make false efficacy claims or hide risks. The commercial nature of the page (selling a product) is transparent. The requirement for a prescription consultation is a meaningful safeguard against misuse.

Ads Analysis

Ad Placement: The page has ads flagged in metadata, but given this is a product page for a telehealth company, the 'ads' likely refer to cross-promotional content for other Hims products (Viagra, Sildenafil, 3-in-1 Hard Mints, Tadalafil generic) displayed at the bottom of the page. These are internal product promotions rather than third-party display advertising. • User Experience Impact: The cross-promotional product listings at the bottom of the page are standard e-commerce practice and do not obstruct the main content. They provide useful comparison information for users considering different ED treatment options. The overall user experience is not negatively impacted by these promotional elements.

Recommendations

Critical Issues

• Missing contact information is a significant trust deficit for a YMYL health page - users need to know how to reach the company for medical questions or emergencies

• Medical reviewer credentials are insufficiently displayed - for YMYL health content, full credentials with verifiable links are essential to meet E-E-A-T standards

Improvements

• Add a clearly visible contact page link with phone number, email, and physical address to improve trust signals for YMYL content

• Expand the medical reviewer section with Peter J. Stahl, MD's full credentials, board certifications, and a link to his professional bio page

• Add citations to clinical studies and the FDA prescribing information for Cialis to support efficacy and safety claims

• Implement proper H2 heading structure to improve content hierarchy and accessibility

• Add a content last-reviewed/updated date to demonstrate currency of medical information

• Include a link to the About page and company information to improve transparency

• Consider adding patient education content about the importance of disclosing full medical history during the online consultation

• Add a note clarifying that sexual stimulation is required for Cialis to work, which is an important patient education point

Strengths

• Hims is a publicly traded, well-known telehealth brand with strong external reputation and regulatory oversight, providing significant authoritativeness

• The page accurately presents medical information about Cialis including mechanism of action, dosing, side effects, contraindications, and drug interactions

• Transparent pricing for both branded ($958/month) and generic ($82/month) options helps users make informed decisions

• The prescription requirement with licensed provider consultation is a meaningful patient safety safeguard that distinguishes this from illegitimate online pharmacies

• Comprehensive FAQ section addresses the most common patient questions effectively

32 http://hims.com/erectile-dysfunction/sildenafil 60

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:56

Scores at a Glance

58	PQ Score	61	E-E-A-T Overall	45	Experience	65	Expertise
70	Authoritativeness	62	Trust	62	Content Effort	55	Originality
65	Skill	75	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for sildenafil (generic Viagra) sold through Hims's telehealth platform. It informs users about the medication, its mechanism, side effects, costs, and how to obtain it through Hims. It successfully communicates the product offering and directs users to start a consultation. • Rating Justification: This is a YMYL page (prescription medication sales) from a legitimate, publicly traded telehealth company. It has a named medical reviewer, accurate safety information, and proper disclosures about prescription requirements. However, it is primarily a commercial product page with limited depth of medical information, no citations to clinical evidence, minimal author transparency, and no contact information visible. It meets basic quality standards for a commercial telehealth product page but falls short of the high standards required for YMYL health content.

E-E-A-T

Overall	61
Experience	45
Expertise	65
Authoritativeness	70
Trust	62

E-E-A-T Analysis

Key Strengths: Named medical reviewer (Peter J. Stahl, MD) provides some credibility, Comprehensive safety information including contraindications and drug interactions, Accurate pharmacological descriptions of sildenafil mechanism, Structured data (FAQPage schema) implemented correctly, References to FDA approval and LegitScript accreditation, Clear disclosure that prescription is required • Key Weaknesses: No visible contact information on the page, No About page link detected in page structure, Author/reviewer credentials not fully detailed (no bio link for Dr. Stahl), Primarily a commercial/sales page rather than an informational health resource, No citations to clinical studies or peer-reviewed sources, Lacks transparency about Hims's business model and potential conflicts of interest • Trust Evidence: The page includes important safety information, lists contraindications, drug interactions, and emergency warnings. It states prescriptions require online consultation with a licensed provider. Medical reviewer (Peter J. Stahl, MD) is named. However, no contact information is visible on this page, no About page link is detected, and the author details are minimal. • Expertise Evidence: The page mentions a medical review by 'Peter J. Stahl, MD,' which signals some medical expertise. The FAQ section contains accurate pharmacological information about sildenafil (PDE5 inhibitor mechanism, drug interactions, contraindications). Dosage options (25mg, 50mg, 100mg) and safety warnings are correctly stated. • Experience Evidence: The page is a product/service page from Hims, a telehealth company. There is no first-person patient experience or clinician experience shared. The content is written from a company perspective promoting their service rather than demonstrating lived or professional experience with the medication. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The site references FDA approval, LegitScript accreditation, and licensed medical providers. The domain hims.com is well-established in the telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves prescription medication (sildenafil/generic Viagra) for erectile dysfunction. It provides medical information about drug mechanisms, side effects, contraindications, drug interactions, and facilitates the purchase of a prescription drug through an online consultation. This clearly falls under YMYL health and safety content as it could directly impact a user's physical health. • Potential Harm: Users with contraindicated conditions (heart disease, low blood pressure, those taking nitrates) could be harmed if they obtain sildenafil without proper medical screening. Inaccurate safety information could lead to dangerous drug interactions. The commercial nature of the page creates incentive to downplay risks. • Standards Required: Highest E-E-A-T standards required. Content must be medically accurate, written or reviewed by qualified medical professionals with verifiable credentials, include comprehensive safety information, and the business must be a legitimate, licensed pharmacy/telehealth provider.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear explanation of how sildenafil works (PDE5 inhibition mechanism), Comprehensive FAQ addressing common patient questions, Transparent safety information including serious side effects and contraindications, Clear disclosure that prescription is required, Pricing transparency with comparison to brand-name Viagra, Named medical reviewer adds credibility • Weaknesses: Heavy commercial focus with multiple CTAs may overshadow medical information, No H2 headings detected, suggesting poor content structure for a 3168-word page, Large amount of CSS code in the content excerpt reduces content clarity, No links to clinical studies or authoritative medical sources, Cross-promotion of multiple products on a single medication page may confuse users, Limited information about what happens during the online consultation process • Mc Description: The main content is a product page for sildenafil (generic Viagra) sold through Hims's telehealth platform. It includes product overview, mechanism of action, dosing instructions, side effects, a comprehensive FAQ, pricing information, and calls-to-action to start a consultation. The page also cross-promotes other ED treatments (3-in-1 Hard Mints, Viagra, Cialis, Tadalafil).

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'References LegitScript accreditation for pharmacy legitimacy'} • {'source': 'Named medical reviewer Peter J. Stahl, MD provides some professional accountability'} • {'source': 'Hims is a well-known telehealth brand with significant media coverage and established market presence since 2017'} • {'source': 'FDA approval of sildenafil is correctly cited, aligning with regulatory standards'}

Trust Analysis

Transparency: Moderate transparency. The page discloses that prescription is required, names a medical reviewer, and includes safety information. However, it lacks contact information, detailed reviewer credentials, and independent clinical references. The commercial intent is clear but the business model (telehealth + pharmacy) is not fully explained on this page. • Trust Factors: Publicly traded company with regulatory oversight, Named medical reviewer (Peter J. Stahl, MD), References to LegitScript accreditation, Requires prescription through licensed provider consultation, Comprehensive safety and contraindication information, Structured data implementation signals technical legitimacy, Accurate pharmacological information • Distrust Factors: No contact information visible on this page, No About page link detected, No detailed credentials or bio for medical reviewer Dr. Stahl, Strong commercial bias — the page is designed to sell a product, No independent citations or references to clinical studies, Pricing claims ('95% less') are marketing assertions without independent verification

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Digital Health', 'stock_ticker': 'NYSE: HIMS', 'accreditation': 'LegitScript referenced', 'medical_reviewer': 'Peter J. Stahl, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, The large volume of CSS/media query code in the content excerpt is a technical issue, not a spam signal, Content appears original and purpose-built for the Hims platform

Deception Analysis

Severity: none • Deception Details: The page is transparent about being a commercial product page for sildenafil sold through Hims. It clearly states prescription is required, includes safety warnings, and does not make false medical claims. The marketing language ('ED? NBD', '95% cheaper') is promotional but not deceptive. Pricing disclaimers ('Actual price to customer will depend on product and subscription plan purchased') are present.

Harm Analysis

Severity: none • Harm Details: The page does not appear to be harmful. It includes appropriate safety warnings, contraindications, and drug interaction information. It clearly states that a prescription is required and that a licensed medical provider must determine if treatment is appropriate. The commercial nature creates some potential for harm if users self-select for the medication without proper screening, but the page's safeguards (required consultation) mitigate this.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata. Given this is a product page for a telehealth company, the 'ads' likely refer to cross-promotional content for other Hims products (3-in-1 Hard Mints, Viagra, Cialis, Tadalafil) displayed at the bottom of the page. These are internal product promotions rather than third-party advertisements. • User Experience Impact: The cross-promotional product listings at the bottom of the page are standard e-commerce practice and do not appear to obstruct the main content. They may actually be helpful for users comparing ED treatment options. The multiple CTAs ('Get started') throughout the page are commercial but not obstructive.

Recommendations

Critical Issues

• No contact information visible on this YMYL health/medical page — this is a significant trust signal gap for a prescription medication service

• Medical reviewer credentials are not linked or detailed, making it difficult to verify the expertise behind the medical review

Improvements

• Add visible contact information (phone, email, address) to the page or ensure it is easily accessible from this page

• Provide a detailed bio and credentials page for medical reviewer Peter J. Stahl, MD, with links to his professional profile

• Add citations to peer-reviewed clinical studies supporting sildenafil's efficacy and safety claims

• Implement proper H2/H3 heading structure to improve content organization and accessibility

• Add an About section or link explaining Hims's telehealth model, licensing, and pharmacy accreditations

• Include information about what the online consultation process involves to set user expectations

• Add patient testimonials or real-world outcome data with appropriate disclaimers

• Reduce inline CSS code from the rendered content to improve content clarity

Strengths

• Legitimate, publicly traded telehealth company with established brand reputation

• Comprehensive safety information including contraindications, drug interactions, and emergency warnings

• Clear disclosure that prescription is required through licensed medical provider consultation

• Accurate pharmacological information about sildenafil mechanism of action

• Well-structured FAQ with structured data markup addressing common patient questions

• Transparent pricing with comparison to brand-name Viagra and appropriate pricing disclaimers

33

http://hims.com/erectile-dysfunction/tadalafil

63

Confidence: 0.75

Should Rank

Analysed: 18 Jun 2026 05:53

Scores at a Glance

62	PQ Score	64	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	65	Trust	68	Content Effort	60	Originality
65	Skill	75	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial product page for purchasing generic tadalafil (Generic Cialis) through the Hims telehealth platform. It informs users about the medication, its uses, dosing, side effects, and how to obtain it via online consultation. It successfully fulfills this commercial-informational purpose. • Rating Justification: This is a YMYL health page from a legitimate, regulated telehealth company with a named medical reviewer and accurate clinical content. It meets basic standards for a commercial product page in the prescription medication space. However, it falls short of High due to: missing About page, empty author metadata, commercial bias throughout, paid testimonials, and the primary function being a sales/conversion page rather than a purely informational health resource. The content is accurate and reasonably comprehensive for a product page, but the E-E-A-T signals are not fully substantiated on-page.

E-E-A-T

Overall	64
Experience	55
Expertise	65
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Medical review attribution to a named MD (Peter J. Stahl), Accurate and detailed clinical information on dosing, mechanism, side effects, and drug interactions, Hims is a publicly traded, regulated telehealth company with established brand reputation, Transparent disclosure that testimonials are paid and results may vary, Prescription-only model with licensed provider consultation requirement • Key Weaknesses: Author/reviewer credentials not fully displayed in page content (metadata fields appear empty), No About page detected for the website, No direct contact information visible on the page, Paid testimonials reduce the evidentiary value of social proof, Primary purpose is commercial (selling a prescription product), which creates inherent bias in content presentation • Trust Evidence: The page requires a prescription via licensed provider consultation, discloses safety information, lists side effects and drug interactions, and notes that testimonials are paid. Structured data (BreadcrumbList) is present. However, no About page is detected, no direct contact info is visible in the excerpt, and author metadata fields appear empty despite the claim of medical review. • Expertise Evidence: The page states it has been 'medically reviewed by Peter J. Stahl, MD,' which signals medical expertise. The content accurately describes tadalafil's mechanism (PDE5 inhibition), dosing options (daily vs. as-needed), side effects, drug interactions, and contraindications. However, author details in the metadata appear blank/empty, and no detailed credentials or biography for the reviewer are visible in the excerpt. • Experience Evidence: The page includes verified customer testimonials (Jeff, Justin, Kyle, Sam, Nick) describing first-hand experiences with the Hims telehealth platform. However, testimonials are disclosed as 'paid' and results not independently verified, limiting their evidentiary weight for genuine user experience. • Authoritativeness Evidence: Hims (hims.com) is a well-known, publicly traded telehealth company (Hims & Hers Health, Inc., NYSE: HIMS) operating a licensed online pharmacy and medical consultation platform. The brand has significant media coverage and operates under regulatory oversight. The page references FDA approval, licensed medical providers, and prescription requirements, reinforcing institutional authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns a prescription medication (tadalafil/Generic Cialis) used to treat erectile dysfunction. It provides medical information about dosing, side effects, drug interactions, contraindications, and facilitates the purchase of a prescription drug via an online consultation. This clearly falls under YMYL health and safety content. • Potential Harm: Inaccurate medical information could lead users to take inappropriate doses, ignore dangerous drug interactions (e.g., with nitrates causing life-threatening blood pressure drops), or fail to disclose relevant health conditions to providers. The commercial nature of the page could also downplay risks to drive conversions. • Standards Required: High E-E-A-T standards are required: clear medical authorship with verifiable credentials, accurate and complete safety information, transparent disclosure of risks, and clear separation between commercial and informational content. The page must not mislead users about safety or efficacy.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ section addressing common patient questions about tadalafil, Clear explanation of both daily and as-needed dosing regimens, Transparent disclosure of side effects including both common and serious ones, Drug interaction information is detailed and clinically relevant, Clear process explanation for how to obtain the medication through Hims • Weaknesses: Heavy commercial bias — every section drives toward conversion with multiple CTAs, No H2 headings detected, suggesting potential structural/accessibility issues, Medical reviewer credentials not prominently displayed within the content, Paid testimonials with disclaimer undermine the social proof value, Lacks citations to clinical studies or external medical references to support efficacy claims • Mc Description: The main content is a commercial product page for tadalafil (Generic Cialis) offered through the Hims telehealth platform. It includes a product overview, mechanism of action explanation, dosing instructions, side effects, customer testimonials, a detailed FAQ section, and calls-to-action to begin an online consultation. The content is primarily promotional but contains substantive medical information.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims operates as a licensed telehealth and online pharmacy platform subject to state medical board and pharmacy regulations'} • {'source': 'Significant mainstream media coverage (Forbes, WSJ, TechCrunch, etc.) as a major DTC telehealth company'} • {'source': "Medical review attributed to Peter J. Stahl, MD, a verifiable urologist/men's health specialist"}

Trust Analysis

Transparency: Moderate transparency. The page discloses that testimonials are paid, that a prescription is required, and that a medical provider must determine appropriateness. However, the absence of an About page, missing contact information, and empty author metadata fields reduce overall transparency for a YMYL health page. • Trust Factors: Publicly traded company with regulatory and financial accountability, Prescription-only model requiring licensed provider consultation, Named medical reviewer (Peter J. Stahl, MD), Transparent disclosure of paid testimonials and result variability, Accurate safety information including serious side effects and contraindications, Structured data implementation and clear breadcrumb navigation, FDA-approved medication with established safety profile • Distrust Factors: No About page detected on the website, No direct contact information visible on the page, Author metadata fields appear empty despite medical review claim, Strong commercial bias throughout all content, No external citations or links to clinical evidence, Paid testimonials with disclaimer reduce credibility of social proof

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'business_type': 'Telehealth and online pharmacy platform', 'stock_exchange': 'NYSE: HIMS', 'medical_reviewer': 'Peter J. Stahl, MD', 'regulatory_status': 'Licensed telehealth provider operating under state medical board and pharmacy regulations'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial product page for a legitimate prescription medication. The commercial intent is clear and not hidden. Safety information is disclosed. Testimonials are labeled as paid. The claim of '90% less than Cialis' is a marketing claim but is directionally accurate given generic vs. brand-name pricing. No deceptive design patterns, hidden content, or misleading information was identified.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. It accurately describes a legitimate FDA-approved prescription medication, requires a licensed provider consultation before dispensing, and includes appropriate safety warnings. The commercial nature introduces some bias but does not rise to the level of harmful misinformation. Safety information including serious side effects and drug interactions is disclosed.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but given this is a commercial product page for Hims' own products, the 'ads' likely refer to promotional content for related Hims products (3-in-1 Hard Mints, Viagra, Sildenafil) displayed at the bottom of the page as cross-sells. These are contextually relevant to the page topic. • User Experience Impact: The cross-promotional product listings at the bottom of the page are contextually appropriate and do not appear to obstruct the main content. Multiple CTAs throughout the page are expected for a commercial product page and do not significantly impair the informational value of the content.

Recommendations

Critical Issues

• Missing About page is a significant trust signal gap for a YMYL health/pharmacy website

• Empty author metadata fields undermine the medical review claim — the reviewer attribution must be properly implemented in both visible content and structured data

Improvements

• Add a comprehensive About page describing Hims' medical team, licensing, regulatory compliance, and company background

• Display full credentials and biography for the medical reviewer (Peter J. Stahl, MD) prominently on the page

• Add direct contact information (phone, email, or chat) for customer and medical support

• Include citations to peer-reviewed clinical studies supporting tadalafil's efficacy and safety claims

• Fix empty author metadata fields to properly attribute the medical reviewer in structured data

• Add H2 headings to improve content structure and accessibility

• Consider adding a 'last medically reviewed' date to signal content freshness

Strengths

• Accurate and comprehensive medical information about tadalafil including mechanism, dosing, side effects, interactions, and contraindications

• Institutional credibility as a publicly traded, regulated telehealth company (NYSE: HIMS)

• Transparent disclosure of paid testimonials, prescription requirements, and safety information

• Named medical reviewer (Peter J. Stahl, MD) provides E-E-A-T signal

• Prescription-only model with licensed provider consultation requirement demonstrates responsible medical practice

34

http://hims.com/g/i/sh

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:49

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

35

http://hims.com/g/i/tt

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:49

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

36

http://hims.com/g/i/wm

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:50

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

37

http://hims.com/hair-loss

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:59

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

38 http://hims.com/hair-loss/finasteride 52

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:53

Scores at a Glance

52 PQ Score	54 E-E-A-T Overall	55 Experience	50 Expertise
60 Authoritativeness	52 Trust	55 Content Effort	60 Originality
55 Skill	60 Accuracy	65 Reputation	

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves its commercial purpose of presenting finasteride as a hair loss treatment and converting visitors into customers through a telehealth consultation funnel. It partially informs users about the medication while primarily driving them toward purchasing. • Rating Justification: This is a legitimate commercial product page from a known telehealth brand (Hims) selling an FDA-approved prescription medication. It provides basic mechanism-of-action information, side effect disclosures, and customer testimonials. However, as a YMYL health/medical page, it falls short of the higher standards required: no named medical author, no cited studies, no contact info, and the content is primarily sales-oriented rather than genuinely informative. The side effect disclosure is a positive signal but insufficient for a prescription medication page.

E-E-A-T

Overall	54
Experience	55
Expertise	50
Authoritativeness	60
Trust	52

E-E-A-T Analysis

Key Strengths: Discloses known side effects including rare but serious ones (sexual side effects, depression), FDA approval status clearly stated, Real customer before/after photos with verified review labels, Mentions licensed providers and ongoing medical support, Structured data implemented correctly for product schema • Key Weaknesses: No named medical author or reviewer with credentials, No citations to clinical studies despite referencing statistics, No contact information or about page visible, Primarily a commercial conversion page, not an informational resource, No meta description provided, Missing H2 headings indicating thin content structure • Trust Evidence: The page discloses side effects including sexual side effects and depressive symptoms, which is a positive transparency signal. It mentions 'Important safety information' and notes that topical finasteride may have lower side effect risk. However, there is no contact info, no about page, no named author, and no meta description. The page is primarily a sales/conversion page. • Expertise Evidence: The page mentions FDA approval for 25+ years, explains the mechanism of action (DHT reduction), references side effect rates from a study (1.2-1.4%), and mentions licensed providers reviewing patient information. However, there is no named medical author, no citations to specific studies, and no credentials displayed for the content creators. • Experience Evidence: The page includes before/after customer photos with verified reviews showing real user experiences over months of treatment (Month 0 to Month 4, 6, 9, 12). Multiple named reviewers with specific timelines provide some experiential evidence. However, these are curated testimonials on a commercial page, not independent experience signals. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space. The product (finasteride) is FDA-approved and the page references this. The brand has media coverage and is publicly traded (NYSE: HIMS). However, the page itself lacks external citations, named medical reviewers, or links to authoritative medical sources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a prescription medication (finasteride) for hair loss treatment. Finasteride has known side effects including sexual dysfunction and depression. Users making decisions based on this page could directly impact their physical and mental health. Prescription medication pages are among the clearest YMYL categories. • Potential Harm: Users could make uninformed decisions about starting a prescription medication with significant potential side effects. The page's promotional framing may downplay risks. Users with contraindications (e.g., those who could father children, those with depression history) may not receive adequate warnings from this page alone. • Standards Required: Highest E-E-A-T standards required: named medical authors with credentials, citations to peer-reviewed studies, comprehensive side effect information, clear disclaimers, and transparent information about the telehealth consultation process.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product identification and FDA approval status, Side effects are disclosed including rare but serious ones, Before/after photos provide visual evidence of outcomes, Process is clearly explained (consultation → provider review → delivery → support), Verified customer reviews add social proof • Weaknesses: Extremely thin medical/informational content for a prescription medication page, No dosing information, contraindications, or drug interactions, No named medical professional authoring or reviewing the content, No links to full prescribing information or FDA label, Content is overwhelmingly sales-focused rather than patient-education focused, Missing H2 structure indicates poor content organization, No meta description suggests SEO and content quality are not prioritized • Mc Description: The main content is a product page for oral finasteride sold through Hims telehealth platform. It includes a brief mechanism-of-action explanation, side effect disclosure, a 4-step process overview, customer before/after testimonials, and multiple CTAs to start treatment. The actual informational content is very thin relative to the page's YMYL nature.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has received significant press coverage from major outlets including Forbes, WSJ, and health publications'} • {'source': 'The company operates as a licensed telehealth platform subject to state medical board regulations'} • {'source': 'Finasteride (Propecia) is FDA-approved for male pattern baldness, lending credibility to the product itself'}

Trust Analysis

Transparency: Partial transparency - the company is publicly known and regulated, and side effects are disclosed. However, the page lacks named medical oversight, contact information, and comprehensive safety information expected for a prescription medication sales page. • Trust Factors: Publicly traded company with regulatory oversight, FDA-approved medication being sold through licensed providers, Side effects are disclosed on the page, Verified customer reviews with before/after photos, Structured data and professional website implementation, References to licensed providers reviewing prescriptions • Distrust Factors: No contact information visible on the page, No named medical author or reviewer, No about page linked, Promotional language ('secret weapon') for a prescription medication, No links to full prescribing information or FDA label, Missing meta description suggests incomplete page optimization, Side effect statistics cited without source

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'business_type': 'Telehealth platform', 'stock_exchange': 'NYSE: HIMS', 'regulatory_status': 'Licensed telehealth provider operating across US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_claims • incomplete_safety_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and brand-specific, Professional website with legitimate business purpose

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in its overall purpose or design - it clearly presents itself as a commercial page selling finasteride through a telehealth platform. However, there is minor informational deception through selective presentation: the promotional framing ('secret weapon,' 'doctor trusted proven') overstates certainty, and the side effect disclosure, while present, is minimized relative to the promotional content. The page does not hide that it is selling a product.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in its promotional framing of a prescription medication. Describing finasteride as a 'secret weapon' and emphasizing positive outcomes while providing only minimal side effect information could lead users to underestimate risks. The page does not mention that finasteride is not approved for women, can cause birth defects if handled by pregnant women, or provide comprehensive contraindication information. However, it does disclose the most common side effects and links to 'Important safety information,' mitigating the most serious concerns.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but as a commercial product page, the primary content itself is promotional. The ads appear to be integrated into the page's commercial purpose rather than third-party display advertising that would obstruct content. • User Experience Impact: The commercial nature of the page means promotional content is expected. The multiple CTAs ('Get started,' 'Try Hims →') are standard e-commerce practice and do not significantly obstruct the informational content that is present.

Recommendations

Critical Issues

• No named medical author or reviewer for a prescription medication page - this is a critical E-E-A-T failure for YMYL health content

• No contact information or about page visible, reducing trust signals for a health-related commercial page

• Side effect statistics cited without source ('one study') - unverifiable claims on a YMYL page

Improvements

• Add a named, credentialed medical author (e.g., MD or Pharmacist) who reviewed the content, with their credentials displayed

• Include citations to peer-reviewed clinical studies supporting efficacy and side effect statistics

• Add comprehensive safety information including contraindications, drug interactions, and a link to the full FDA prescribing information

• Create and link to an About page and provide visible contact information

• Add a meta description to improve search snippet quality

• Restructure content with H2 headings to improve organization and demonstrate content depth

• Include information about who should NOT take finasteride (women, those planning to father children, etc.)

• Separate informational content from promotional content more clearly

Strengths

• Legitimate, publicly traded company with regulatory oversight providing credibility

• FDA-approved medication with 25+ years of approval history

• Side effects including rare serious ones (sexual dysfunction, depression) are disclosed

• Real customer before/after photos with verified reviews provide authentic social proof

• Clear process explanation for the telehealth consultation and prescription fulfillment

39 http://hims.com/hair-loss/minoxidil 60

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:53

Scores at a Glance

58	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	65	Content Effort	60	Originality
65	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page for Hims-branded 5% minoxidil topical solution, aiming to inform potential customers about the product and convert them to purchasers or subscribers. • Rating Justification: This is a legitimate e-commerce product page from a known telehealth brand selling an FDA-approved OTC medication. The page provides useful product information, application instructions, FAQ content with medical detail, and customer reviews. However, it falls short of high quality due to missing author attribution, no contact information, incentivized reviews, and lack of citations for medical claims. As a YMYL health page, higher standards apply and the missing E-E-A-T signals prevent a higher rating.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: FDA approval of minoxidil is clearly stated and accurate, Drug interaction warnings and contraindications are disclosed, Verified customer reviews with disclosure that products were provided free, Compounded product disclaimer included for finasteride/minoxidil spray, Structured data (Product schema, BreadcrumbList) properly implemented • Key Weaknesses: Author information is blank/empty despite being flagged as present — no named medical reviewer or writer identified, No About page or Contact page detected on this product page, Customer testimonials were incentivized (free product), reducing credibility, No citations or links to the clinical studies referenced in the FAQ, Missing meta description reduces transparency in search results • Trust Evidence: The page has structured data, discloses ingredient lists, mentions shipping restrictions, includes safety warnings about side effects, and notes when products are compounded and not FDA-approved. However, there is no visible contact information on this page, no About page detected, and author details are blank despite 'Has Author Info: True' being flagged — suggesting placeholder or hidden author attribution. • Expertise Evidence: The FAQ section demonstrates reasonable medical knowledge about minoxidil, including FDA approval status, mechanism of action (vasodilator), drug interactions, side effects, and appropriate use cases. The content references clinical studies and post-marketing data (94% effectiveness figure). However, author details are listed as empty/blank, making it impossible to verify who wrote the medical content. • Experience Evidence: The page includes verified customer reviews from real users describing their personal experiences with the product. However, the page discloses that 'Customers were given free product,' which reduces the independence of these testimonials. No clinical staff or medical professional experience is directly showcased on this product page. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (Hims & Hers Health, NYSE: HIMS) with significant brand recognition in men's health. The site sells FDA-approved products and references FDA approval throughout. Structured data is implemented correctly. The brand is widely covered in mainstream press.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells and provides medical information about minoxidil, an FDA-approved drug used to treat hair loss. It discusses drug interactions, side effects, contraindications, dosing instructions, and medical conditions (androgenetic alopecia, alopecia areata, hypertension). Incorrect information or misuse could directly harm users' health. • Potential Harm: Users could misuse minoxidil based on incorrect dosing or interaction information, experience serious cardiovascular side effects if contraindications are not properly communicated, or make uninformed decisions about medical treatment for hair loss. • Standards Required: High E-E-A-T standards are required: named medical authors with verifiable credentials, citations to peer-reviewed studies, clear safety warnings, accessible contact information, and transparent business practices.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ addresses common user questions with medically relevant detail, Clear application instructions with visual step-by-step guidance, Transparent disclosure about incentivized reviews, Safety warnings about serious side effects and drug interactions included, Honest limitation disclosures (e.g., works best on crown, not hairline) • Weaknesses: No H2 headings detected in page structure, suggesting poor semantic HTML organization, Author attribution is blank despite being flagged — no named medical professional credited, No links to external clinical studies supporting efficacy claims, Missing meta description is a basic SEO and transparency gap, Promotional tone occasionally overshadows objective medical information • Mc Description: The main content is a product detail page for Hims 5% Minoxidil Topical Solution. It includes product description, pricing ($15), subscription options, ingredient list, application instructions, customer reviews, related product recommendations, and a comprehensive FAQ section covering medical questions about minoxidil.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has been covered extensively by major media outlets including Forbes, TechCrunch, and CNBC as a leading telehealth company'} • {'source': 'The company is a licensed telehealth provider operating under state medical board regulations across the US'} • {'source': 'Hims sells FDA-approved medications and discloses when products are compounded and not FDA-approved'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly known and regulated, but this specific product page lacks author attribution, contact information, and citations for medical claims, which are important trust signals for a YMYL health page. • Trust Factors: Publicly traded company with SEC reporting obligations, Sells FDA-approved OTC medication (minoxidil) accurately described, Discloses compounded product status for prescription items, Includes genuine safety warnings and contraindications, Verified review labels and disclosure of incentivized testimonials, Proper structured data implementation • Distrust Factors: No contact information visible on this page, No About page detected, Author attribution fields are blank — cannot verify who wrote medical content, No citations for clinical claims made in FAQ, Incentivized customer reviews reduce testimonial credibility

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward e-commerce product page. The primary purpose (selling minoxidil) is clear and not hidden. Safety information and limitations are disclosed. The incentivized review disclosure is present. The compounded product disclaimer for the finasteride spray is included. No deceptive design patterns or hidden commercial intent detected.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. Safety warnings, contraindications, and drug interaction information are disclosed. The page appropriately notes that compounded products are not FDA-approved and require a prescription. Incentivized reviews are disclosed. No false or dangerous medical claims were identified that would constitute clear misinformation.

Ads Analysis

Ad Placement: The page has ads flagged but these appear to be internal cross-promotional content for related Hims products (finasteride spray, hair power pack, shampoo, conditioner, biotin gummies) rather than third-party display advertising. This is standard e-commerce cross-selling. • User Experience Impact: The cross-promotional content is integrated naturally into the page flow and does not obstruct the main product information or FAQ content. It may add some commercial noise but does not significantly detract from user experience.

Recommendations

Critical Issues

• Missing author attribution on a YMYL health page selling a drug — this is a significant E-E-A-T gap that could affect ranking under Google's health content quality standards

• No contact information or About page accessible from this product page, reducing trust signals required for YMYL content

Improvements

• Add named medical author attribution with credentials (e.g., 'Medically reviewed by Dr. [Name], MD, Dermatology') to satisfy YMYL E-E-A-T requirements

• Include citations and links to peer-reviewed clinical studies supporting efficacy claims (e.g., the 94% effectiveness statistic, minoxidil + finasteride combination data)

• Add visible contact information (phone, email, or chat) and link to an About page from this product page

• Add a meta description to improve search result transparency and click-through rates
• Implement proper H2 heading structure for the FAQ and content sections to improve semantic HTML and accessibility
• Reduce reliance on incentivized reviews or supplement with independently verified reviews from third-party platforms

Strengths

• Accurate FDA approval status communicated clearly throughout the page
• Comprehensive FAQ with genuine medical detail including drug interactions, contraindications, and side effects
• Transparent disclosure of incentivized reviews and compounded product status
• Strong brand reputation as a publicly traded, regulated telehealth company
• Proper structured data implementation (Product schema, BreadcrumbList)

40

http://hims.com/hair-loss/topical-finasteride

55

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:54

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	55	Experience	55	Expertise
65	Authoritativeness	60	Trust	60	Content Effort	65	Originality
60	Skill	50	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for Hims' Topical Finasteride & Minoxidil Spray, directing users to start a consultation for a prescription hair loss treatment. It successfully communicates product benefits, ingredients, how it works, and customer results. • Rating Justification: This is a product/e-commerce page for a prescription hair loss treatment from a legitimate telehealth company. It fulfills its transactional purpose adequately with product details, ingredient lists, how-it-works explanations, customer reviews, and a clear purchase/consultation flow. However, as a YMYL health product page, it falls short of high quality standards: no named medical author, efficacy claims are based on oral drug studies rather than the specific topical formulation, and the content depth is limited for a prescription medication. The page is functional and not deceptive, but lacks the depth and transparency expected for high-quality YMYL health commerce.

E-E-A-T

Overall	58
Experience	55
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Legitimate telehealth company with licensed provider oversight, Includes safety disclaimers about compounded drug status and FDA non-approval, Discloses paid testimonial status and unverified results, Structured data and breadcrumbs implemented correctly, Ingredient transparency with active/inactive ingredient listing • Key Weaknesses: No named medical author or editorial reviewer on the page, No direct contact information visible on this page, Efficacy claim ('regrow hair in as little as 3-6 months') is footnoted as based on separate oral drug studies, not the topical combination product itself, No links to clinical studies or peer-reviewed evidence, No about page detected in page structure • Trust Evidence: The page includes important safety disclosures (FDA does not approve compounded drugs, Rx required, shipping restrictions), acknowledges paid testimonials, and notes individual results may vary. No contact info, about page, or author info is detected on this page. The footnote clarifying that efficacy data is based on separate studies of oral forms (not the topical combination) is a meaningful transparency signal, though it could be more prominent. • Expertise Evidence: The page mentions licensed providers reviewing patient information and prescribing treatment, references DHT mechanism of action for finasteride, lists active/inactive ingredients (0.3% finasteride, 6% minoxidil), and notes it is an Rx product. However, no named medical authors, editorial reviewers, or cited clinical studies are present on the page itself. • Experience Evidence: The page includes before/after customer photos with verified review labels and named reviewers (Courtney L., Anthony G., John T., Joshua G., Antonio C., Philip W.), showing real-world user experience. However, the page explicitly states these are 'paid testimonials' and results have not been independently verified. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (Hims & Hers Health, Inc.) with significant brand recognition in the men's health space. The product is a compounded Rx medication dispensed through licensed providers. The site uses structured data and breadcrumbs appropriately. However, no external citations, peer-reviewed references, or third-party endorsements appear on this specific page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes and sells a prescription medication (compounded topical finasteride and minoxidil) for hair loss treatment. Finasteride is a prescription drug with known side effects including sexual dysfunction and potential teratogenicity. Decisions about using this product directly affect users' physical health and safety. • Potential Harm: Users could make decisions about starting a prescription medication based on marketing claims that overstate efficacy (claims based on oral drug studies, not the topical combination). Insufficient side effect information on this page could lead to uninformed consent. The compounded nature of the drug (not FDA-approved for safety/efficacy) adds additional risk. • Standards Required: High standards of medical accuracy, clear disclosure of risks and side effects, transparent sourcing of efficacy claims, named medical oversight, and links to full prescribing information or safety data are required for YMYL health product pages.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear product description with active and inactive ingredients listed, Mechanism of action explained in accessible language, Multiple before/after testimonials with named, verified reviewers, Transparent disclosure of paid testimonial status and unverified results, Important safety information about compounded drug status and shipping restrictions included • Weaknesses: No side effect or contraindication information visible on the page, Efficacy claims are not supported by evidence specific to the topical combination product, No links to full prescribing information or safety data sheet, Content depth is insufficient for a prescription medication — a high-quality YMYL page would include more comprehensive medical information, No H2 headings to organize content, making it harder to navigate, No FAQ section addressing common patient questions about safety, interactions, or contraindications • Mc Description: The main content is a product page for a compounded topical finasteride and minoxidil spray. It includes a product description, ingredient list, mechanism of action, a 4-step process (consultation, provider review, delivery, ongoing support), before/after customer testimonials, and CTAs to start a consultation.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': 'The platform operates with licensed healthcare providers who review and prescribe medications, adding a layer of professional oversight'} • {'source': 'The product requires a prescription, indicating regulatory compliance with pharmacy and medical licensing requirements'} • {'source': 'The page includes FDA disclaimer about compounded drugs, demonstrating awareness of and compliance with regulatory disclosure requirements'}

Trust Analysis

Transparency: Partial transparency — the page discloses paid testimonials, unverified results, compounded drug status, and the basis of efficacy claims in footnotes. However, it lacks side effect information, named medical oversight, and contact details that would be expected for a high-trust prescription medication page. • Trust Factors: Publicly traded telehealth company with established brand reputation, Prescription-only product with licensed provider oversight, Transparent disclosure of paid testimonial status, FDA compounded drug disclaimer present, Shipping restriction disclosures show regulatory awareness, Structured data and professional site architecture • Distrust Factors: No contact information on this page, No named medical author or reviewer, No about page detected, Efficacy claims based on different drug formulations than the product being sold, No side effect information visible, No links to full prescribing information

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'services': 'Online prescription hair loss treatment via licensed healthcare providers', 'regulatory_status': 'Operates licensed pharmacy and telehealth services; compounded medications dispensed under state pharmacy regulations'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive in purpose or design. However, there is a minor informational deception concern: efficacy claims prominently state hair regrowth 'in as little as 3-6 months' but the footnote clarifies this is based on separate studies of oral formulations, not the topical product. This creates a misleading impression about the evidence base for the specific product being sold. The disclosure exists but is insufficiently prominent relative to the marketing claims.

Harm Analysis

Severity: low • Harm Details: The page makes efficacy claims ('regrow hair in as little as 3-6 months') that are based on studies of oral formulations, not the specific topical combination product being sold. This is disclosed only in a small footnote, which may mislead users into believing the topical product has the same evidence base as the oral drugs. Additionally, the absence of side effect information on a prescription drug product page could lead to uninformed decision-making. These are minor-to-moderate misleading elements rather than severe deception.

Ads Analysis

Ad Placement: The page is itself a commercial product page (the 'ad' is the product being sold). The 'Has Ads: True' flag likely refers to the commercial nature of the page or tracking/retargeting scripts rather than third-party display advertising. The CTAs and promotional content are integrated into the page design without appearing to obstruct the main content. • User Experience Impact: The commercial intent is clear and expected for a product page. The promotional content does not appear to obstruct access to product information or safety disclosures.

Recommendations

Critical Issues

• Efficacy claims ('regrow hair in as little as 3-6 months') are based on separate studies of oral formulations, not the topical combination product — this is a material accuracy issue for a prescription drug page that could mislead patients

• No side effect or contraindication information is visible on the page for a prescription medication with known significant side effects (sexual dysfunction, potential teratogenicity for finasteride)

Improvements

• Add a named medical author or editorial reviewer with credentials to the page, or link to a medically reviewed product information page

• Include a comprehensive side effects and contraindications section specific to topical finasteride and minoxidil

• Update efficacy claims to clearly distinguish between evidence for oral formulations and the specific topical combination product, or cite studies specific to the topical formulation

• Add a link to full prescribing information or patient medication guide

• Include visible contact information (phone, email, or chat) on the page

• Add H2 headings to improve content organization and navigability

• Include a FAQ section addressing common patient safety questions (drug interactions, contraindications, pregnancy/fertility concerns for finasteride)

• Make the compounded drug FDA disclaimer more prominent relative to efficacy claims

Strengths

• Legitimate publicly traded telehealth company with licensed provider oversight and prescription requirement

• Transparent disclosure of paid testimonial status and unverified individual results

• FDA compounded drug disclaimer and shipping restriction disclosures demonstrate regulatory awareness

• Professional page design with structured data, breadcrumbs, and clear conversion flow

• Ingredient transparency with active and inactive ingredient listing

41 http://hims.com/important-safety/cialis-daily 58

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 06:01

Scores at a Glance

55	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	25	Originality
60	Skill	85	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an Important Safety Information (ISI) disclosure for Cialis (tadalafil) daily use, providing existing Hims patients with required medication safety information including contraindications, warnings, drug interactions, and common side effects. • Rating Justification: This is a functional patient-facing important safety information (ISI) page for Cialis, a prescription medication. The content is accurate and derived from FDA-approved labeling. The page serves a legitimate and necessary regulatory/patient-safety purpose. However, it lacks author attribution, source citations, date of review, and direct contact information. It is marked noindex/nofollow, indicating it is not intended for general search discovery. For its intended purpose as a patient reference document, it is adequate but not exemplary.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Content is derived from FDA-approved prescribing information and is medically accurate, LegitScript certification provides third-party pharmacy legitimacy validation, Hims is a publicly traded, regulated telehealth company, Page includes comprehensive drug interaction warnings and contraindications, Noindex/nofollow meta tags indicate appropriate use as a patient reference page, not SEO manipulation • Key Weaknesses: No named author, physician, or pharmacist credited on the page, No explicit citation to the FDA prescribing information source, No contact information directly on this page, No about page link directly accessible from this page, Lacks date of last review or update • Trust Evidence: The page has a LegitScript approval badge, links to terms and conditions, privacy policy, telehealth consent, and consumer health data privacy policy. The page is marked noindex/nofollow, suggesting it is an internal reference page for existing patients rather than a public-facing marketing page. No contact information is directly on this page. No author is identified. • Expertise Evidence: The safety information content appears to be derived directly from the FDA-approved prescribing information for Cialis (tadalafil), which is accurate and medically sound. However, no named medical author, pharmacist, or physician is credited on this page. The content itself is technically accurate but is essentially reproduced regulatory/prescribing information. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses Cialis. The content reflects operational experience as a licensed telehealth platform that works with licensed providers, but no individual patient or clinician experience is demonstrated on this specific page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer, which is a meaningful pharmacy legitimacy signal. The domain hims.com is well-established. However, this specific page lacks citations to primary sources or named medical reviewers.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page contains prescription medication safety information for Cialis (tadalafil), a PDE5 inhibitor used for erectile dysfunction. It covers contraindications, serious side effects (priapism, sudden vision loss, sudden hearing loss), drug interactions with nitrates and other medications, and cardiovascular warnings. Incorrect or incomplete information could directly harm patients. • Potential Harm: If safety information is inaccurate, incomplete, or misunderstood, patients could take Cialis with contraindicated medications (e.g., nitrates), leading to life-threatening hypotension, or could fail to seek emergency care for serious side effects like priapism or sudden vision loss. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified medical professionals, source attribution to FDA-approved prescribing information, and clear guidance to consult healthcare providers. The content must be current and complete.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories required for a prescription medication ISI, Specific drug names and brand names are listed for interactions, aiding patient recognition, Clear emergency guidance provided (e.g., seek immediate medical attention for priapism lasting >4 hours), Link to full prescribing information is provided, Content is medically accurate and consistent with FDA-approved labeling • Weaknesses: No named author or medical reviewer credited, No date of last update or review, No explicit citation to FDA prescribing information source, The page is essentially a regulatory compliance document with minimal added patient education value, No interactive elements to help patients understand or remember key safety points • Mc Description: The main content is an Important Safety Information page for Cialis (tadalafil) daily use, covering: common side effects (headache, upset stomach, stuffy nose), contraindications (nitrates, guanylate cyclase stimulators, allergy), serious side effects (priapism, sudden vision loss, sudden hearing loss), pre-existing conditions requiring disclosure, drug interactions (nitrates, alpha-blockers, HIV protease inhibitors, antifungals, antibiotics), and a comprehensive list of uncommon adverse events by body system.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification badge displayed in footer, indicating pharmacy legitimacy verification by a recognized third-party organization'} • {'source': 'Hims operates as a licensed telehealth platform subject to state medical board and pharmacy regulations'} • {'source': 'The page is marked noindex/nofollow, indicating it is a patient-facing compliance document rather than an SEO-driven page, which is a positive trust signal'}

Trust Analysis

Transparency: Moderate transparency. The company identity (Hims & Hers Health, Inc.) is clear from the footer, and legal/privacy links are present. However, the specific page lacks author attribution, source citations, and review dates that would be expected for a YMYL medical information page. • Trust Factors: LegitScript certification provides third-party pharmacy legitimacy validation, Publicly traded company with SEC reporting obligations, Content is accurate and consistent with FDA-approved prescribing information, Noindex/nofollow tags indicate appropriate use as internal patient reference, Comprehensive legal footer with terms, privacy policy, and telehealth consent links, Structured data correctly implemented as Product schema • Distrust Factors: No named author or medical reviewer on this YMYL health page, No direct contact information on the page itself, No date of last review or update, No explicit citation to FDA prescribing information source, No about page link directly accessible from this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Licensed telehealth platform and online pharmacy', 'certifications': ['LegitScript Approved']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is substantially derived from FDA prescribing information (not spam, but low originality)

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a medication safety information page. The title accurately describes the content. The noindex/nofollow meta tags indicate it is not being used to manipulate search rankings. The safety information is accurate and not misleading.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It provides accurate safety information that is protective of patient health. The content is consistent with FDA-approved prescribing information and includes appropriate warnings about serious adverse events and contraindications.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but based on the content structure, these appear to be internal Hims product promotions (app download CTAs, forhers.com cross-promotion) rather than third-party display advertising. These are standard e-commerce/telehealth platform elements. • User Experience Impact: The internal promotional elements (app download, sister brand promotion) are in the footer and do not obstruct the main safety information content. The primary content area appears clean and focused on the medication safety information.

Recommendations

Critical Issues

• No named medical author or reviewer on a YMYL prescription medication safety page — this is the most significant E-E-A-T gap for this content type

• No date of last review makes it impossible for patients to verify the information is current

Improvements

• Add named medical author attribution (e.g., reviewed by a licensed physician or pharmacist with credentials listed)

• Include a 'Last reviewed/updated' date to establish currency of information

• Add explicit citation to the FDA-approved prescribing information as the source document

• Include direct contact information or a clear link to patient support for safety questions

• Consider adding a brief patient-friendly summary section before the technical ISI content to improve comprehension

Strengths

• Medically accurate content consistent with FDA-approved prescribing information for Cialis

• Comprehensive coverage of contraindications, serious side effects, and drug interactions with specific named medications

• Appropriate noindex/nofollow implementation indicating responsible use as a patient reference document

• LegitScript certification and publicly traded company status provide meaningful third-party trust signals

• Clear emergency guidance for serious adverse events (priapism, sudden vision loss, sudden hearing loss)

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http://hims.com/important-safety/foundayo

58

Confidence: 0.82

Needs Work

Analysed: 18 Jun 2026 05:59

Scores at a Glance

55	PQ Score	63	E-E-A-T Overall	45	Experience	70	Expertise
72	Authoritativeness	65	Trust	70	Content Effort	40	Originality
65	Skill	80	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to provide existing Hims patients with Important Safety Information (ISI) for Foundayo (orforglipron), a prescription GLP-1 receptor agonist for weight management. It fulfills this purpose by presenting the full ISI including black box warning, contraindications, side effects, storage instructions, and FDA reporting information. • Rating Justification: The page serves a legitimate and important purpose — providing FDA-mandated Important Safety Information for a prescription weight-loss medication (Foundayo/orforglipron) to existing patients. The content is accurate, comprehensive, and based on official prescribing information. However, it lacks named authorship, medical reviewer credentials, structured data, and direct contact information. It is marked noindex/nofollow, indicating it is a supplementary patient reference page rather than a primary informational resource. For a YMYL health page, the absence of E-E-A-T signals like named experts limits the rating.

E-E-A-T

Overall	63
Experience	45
Expertise	70
Authoritativeness	72
Trust	65

E-E-A-T Analysis

Key Strengths: Content is based on official FDA-required Important Safety Information language for a real prescription medication, Published by a LegitScript-approved, publicly traded telehealth company, Includes FDA adverse event reporting number and manufacturer contact information, References Eli Lilly as the manufacturer, adding credibility • Key Weaknesses: No named medical author, pharmacist, or reviewer credited on the page, No direct contact information on the page itself, No About page link accessible from this specific page, No structured data (schema markup) to signal medical content authority, Page is marked noindex/nofollow, suggesting it is not intended as a public-facing authoritative resource • Trust Evidence: The page carries a 'noindex, nofollow' robots meta tag, indicating it is not intended for public search indexing — likely a patient-facing reference page. LegitScript approval is present in the footer. The content is standard FDA-mandated ISI language. However, there is no named author, no medical reviewer listed, no contact information on the page itself, and no About page link directly accessible from this page. • Expertise Evidence: The content is the official prescribing/safety information for Foundayo (orforglipron), a GLP-1 receptor agonist weight-loss medication. The content mirrors FDA-required Important Safety Information (ISI) language, including black box warning, contraindications, side effects, and storage instructions — indicating pharmaceutical expertise in content creation. However, no named medical expert or pharmacist is credited. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (NYSE: HIMS) that operates a licensed pharmacy and medical platform. However, the specific page lacks any named medical author, reviewer, or pharmacist who has direct experience with Foundayo. No patient experience or clinical experience is cited on the page itself. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company with LegitScript approval (visible in footer), which is a recognized pharmacy legitimacy certification. The content references Eli Lilly and Company (manufacturer of orforglipron/Foundayo) and the FDA reporting number (1-800-FDA-1088), lending authority. The domain hims.com is an established, well-known telehealth brand.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides Important Safety Information for a prescription medication (Foundayo/orforglipron), a GLP-1 receptor agonist with a black box warning for potential thyroid C-cell tumors. It covers contraindications, serious side effects (pancreatitis, kidney failure, thyroid cancer risk), drug interactions, pregnancy warnings, and dosing guidance. This is unambiguously YMYL health content where inaccurate or misleading information could directly harm users. • Potential Harm: Incorrect, incomplete, or misleading medication safety information could lead patients to take a contraindicated medication, miss serious warning signs, fail to report side effects, or make unsafe decisions about pregnancy or breastfeeding while on this drug. • Standards Required: Highest E-E-A-T standards required: content should be created or reviewed by licensed medical professionals (physicians, pharmacists), clearly attributed, regularly updated to reflect current FDA labeling, and the publishing organization should demonstrate clear medical expertise and accountability.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all standard ISI elements required for prescription medications, Clear organization with distinct sections for different types of safety information, Actionable guidance provided (e.g., 'Stop taking FOUNDAYO and call your healthcare provider right away if...'), Includes FDA adverse event reporting number and manufacturer pregnancy registry contact, Patient-friendly language for serious side effect recognition • Weaknesses: No date stamp indicating when the ISI was last updated or reviewed, No link to the full prescribing information document, No named medical reviewer or pharmacist credited, No structured navigation (H2 headings) to help users find specific sections quickly, Missing meta description reduces discoverability context • Mc Description: The main content is the complete Important Safety Information (ISI) for Foundayo (orforglipron), a prescription GLP-1 receptor agonist for weight management. It includes: common side effects list, black box warning for thyroid C-cell tumor risk, indications and limitations of use, contraindications, precautions (pregnancy, breastfeeding, drug interactions, surgical considerations), detailed serious adverse effects with action steps, and storage instructions.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing public financial accountability'} • {'source': 'LegitScript approved pharmacy certification visible in footer, a recognized third-party pharmacy legitimacy verification'} • {'source': 'References Eli Lilly and Company (manufacturer) and FDA reporting number, connecting to authoritative external institutions'} • {'source': 'Hims is a well-established telehealth brand with significant media coverage and regulatory oversight as a licensed telehealth provider'}

Trust Analysis

Transparency: Moderate transparency. The page clearly identifies the medication (Foundayo/orforglipron) and the publishing company (Hims). However, it does not identify who created or reviewed the medical content, when it was last updated, or provide direct access to the underlying FDA-approved prescribing information. The noindex/nofollow tag suggests this is an internal patient reference page rather than a public-facing resource. • Trust Factors: Published by a publicly traded, LegitScript-approved telehealth company, Content is based on FDA-required prescribing information language, Includes FDA adverse event reporting number (1-800-FDA-1088), References manufacturer (Eli Lilly) pregnancy registry contact, Footer includes Terms & Conditions, Privacy Policy, Telehealth Consent, and Consumer Health Data Privacy Policy links, Page is marked noindex/nofollow, suggesting it is a controlled patient-facing document rather than SEO-driven content • Distrust Factors: No named medical author, pharmacist, or reviewer on the page, No direct contact information on the page itself, No 'last updated' date for the ISI content, No link to full prescribing information or FDA drug label, No About page link directly accessible from this page, Absence of structured data (MedicalWebPage schema) that would signal medical content credibility

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'business_type': 'Telehealth platform and licensed pharmacy', 'certification': 'LegitScript approved', 'stock_listing': 'NYSE: HIMS', 'named_medical_author': 'None identified on this page'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is adapted from FDA-required prescribing information (not original writing, but this is standard and appropriate for ISI pages), No suspicious patterns detected in page structure or content

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose — providing Important Safety Information for a prescription medication. The title accurately describes the content. The safety information is presented completely and without apparent omissions of critical warnings. The black box warning is prominently included. There is no evidence of deceptive design patterns or misleading information.

Harm Analysis

Severity: none • Harm Details: The page presents standard FDA-required Important Safety Information for a legitimate prescription medication. The content is designed to protect patients by informing them of risks, contraindications, and warning signs. There is no evidence of misleading claims, omitted safety information, or content designed to harm users. The black box warning and serious side effect information are prominently included.

Ads Analysis

Ad Placement: The page is flagged as having ads present, though the main content excerpt does not show intrusive advertising within the ISI content itself. The footer contains app download CTAs and cross-promotion to forhers.com, which are standard brand promotional elements rather than third-party advertising. • User Experience Impact: Minimal negative impact. The promotional elements (app download, sister brand promotion) are confined to the footer and do not appear to obstruct the main safety information content. The ISI content appears to be presented cleanly without interstitial ads or pop-ups interrupting the safety information.

Recommendations

Critical Issues

• No named medical author or reviewer — for a YMYL prescription medication safety page, this is a significant E-E-A-T gap that would prevent this page from meeting highest quality standards if it were indexed

• No 'last updated' date makes it impossible for patients or evaluators to confirm the ISI reflects current FDA-approved labeling

Improvements

• Add a named medical reviewer (licensed physician or pharmacist) with credentials to the page to satisfy E-E-A-T requirements for YMYL health content

• Include a 'Last reviewed/updated' date to demonstrate currency of the safety information

• Add a direct link to the full FDA-approved prescribing information or the FDA drug label for Foundayo

• Implement MedicalWebPage or Drug schema markup to signal medical content authority to search engines

• Add direct contact information (phone number or secure messaging link) for patients with questions about the medication

Strengths

• Comprehensive and accurate Important Safety Information covering all required FDA ISI elements including black box warning

• Published by a publicly traded, LegitScript-approved telehealth company with established reputation

• Includes actionable patient guidance for recognizing and responding to serious adverse events

• References authoritative external institutions (FDA, Eli Lilly) with contact information

• Clean presentation without intrusive advertising obstructing the safety content

43 http://hims.com/important-safety/mounjaro N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:58

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

44

http://hims.com/important-safety/ozempic

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:58

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

45 http://hims.com/important-safety/wegovy 54

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:58

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	55	Trust	55	Content Effort	30	Originality
60	Skill	85	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to provide Important Safety Information (ISI) for Wegovy (semaglutide) to existing Hims patients, fulfilling a regulatory and patient safety obligation. It includes prescribing information, Black Box Warning, contraindications, warnings, side effects, and drug interactions. • Rating Justification: The page serves a legitimate and important purpose — providing FDA-mandated Important Safety Information for Wegovy to patients of Hims. The content is medically accurate and sourced from the official drug label. However, it lacks key trust signals expected for YMYL health content: no named medical author/reviewer, no publication/review date, no structured data, and no direct contact information. The page is intentionally noindexed, suggesting it is a utility page for existing patients rather than a public-facing resource. For its intended purpose (patient safety reference), it is adequate but not high quality by SQRG standards due to missing E-E-A-T signals.

E-E-A-T

Overall	56
Experience	45
Expertise	60
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Content is derived directly from FDA-approved prescribing information, ensuring medical accuracy, LegitScript certification provides third-party pharmacy legitimacy validation, Hims is a publicly traded, regulated telehealth company with established reputation, Includes full Black Box Warning, contraindications, and adverse reaction reporting information (FDA MedWatch), Includes specific guidance for Wegovy HD 7.2mg dosing, showing clinical specificity • Key Weaknesses: No named medical author or reviewer credited on the page, No date of last review or update visible, No direct contact information on the page itself, No About page link visible in the main content area, Missing meta description, No structured data markup for medical/health content • Trust Evidence: The page carries a 'noindex, nofollow' robots meta tag, indicating it is not intended for public search discovery and is likely a patient-facing resource for existing customers. LegitScript approval badge is present in the footer. Terms & conditions, privacy policy, and telehealth consent links are present. However, there is no named author, no medical reviewer credited, no date of last review, and no direct contact information on the page itself. • Expertise Evidence: The content reproduces the FDA-approved prescribing information and Important Safety Information (ISI) for Wegovy (semaglutide), which is medically accurate and sourced from the official drug label. The page includes the Black Box Warning, contraindications, warnings and precautions, side effects, and drug interactions consistent with the FDA label. However, there is no named medical author, reviewer, or pharmacist credited on the page. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (NYSE: HIMS) that prescribes and dispenses medications including Wegovy. The company has direct operational experience with the medication in a clinical/telehealth context. However, no individual practitioner experience is cited on this specific page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company with LegitScript certification (visible in footer), which is a recognized pharmacy legitimacy credential. The content itself is derived from the FDA-approved prescribing information, lending it authoritative sourcing. The domain hims.com is an established telehealth brand with significant market presence.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription weight-loss medication (Wegovy/semaglutide), including contraindications, Black Box Warnings about thyroid cancer risk, warnings about pancreatitis, kidney injury, hypoglycemia, suicidal ideation, and pregnancy risks. Incorrect or misunderstood information could directly harm patients. • Potential Harm: Patients who misread or misunderstand the contraindications, warnings, or dosing information could experience serious adverse health outcomes including thyroid cancer risk, pancreatitis, acute kidney injury, hypoglycemia, or fetal harm. The stakes are high as this involves a prescription GLP-1 receptor agonist with significant safety considerations. • Standards Required: Highest E-E-A-T standards are required. Content should be authored or reviewed by licensed medical professionals, include clear publication and review dates, provide direct contact information for medical questions, and ideally include structured data for medical content. The page must be accurate, current, and clearly attributed.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories required by FDA for this medication, Includes the full Black Box Warning text as required, Provides FDA MedWatch contact information for adverse reaction reporting, Includes Hims-specific Wegovy HD 7.2mg warnings that are clinically relevant for their patient population, Clear, organized structure with distinct sections • Weaknesses: No named medical author or reviewer, No publication or last-reviewed date, No direct link to the full FDA prescribing information document (only mentioned as a link target), No patient-friendly explanations or context — purely regulatory text which may be difficult for lay patients to fully understand, Missing meta description • Mc Description: The main content consists of the Important Safety Information for Wegovy (semaglutide), including: indication summary, limitations of use, Black Box Warning for thyroid C-cell tumors, contraindications, warnings and precautions (pancreatitis, gallbladder disease, hypoglycemia, kidney injury, hypersensitivity, pregnancy, diabetic retinopathy, heart rate, suicidal behavior), Wegovy HD 7.2mg-specific warnings, common side effects list, adverse reaction reporting information, drug interactions, and use in specific populations.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification badge present in footer — LegitScript is a recognized third-party pharmacy legitimacy verification service'} • {'source': 'Hims is a licensed telehealth platform operating under state medical board and pharmacy regulations across the US'} • {'source': 'The company has been covered extensively by major financial and health media outlets'}

Trust Analysis

Transparency: Moderate transparency. The page clearly identifies as Hims content and provides standard legal/privacy links. However, it lacks the medical authorship transparency expected for YMYL health content — no named physician reviewer, no review date, and no explicit statement of the content's regulatory basis (e.g., 'This ISI is based on the FDA-approved prescribing information dated X'). • Trust Factors: Publicly traded company (NYSE: HIMS) subject to SEC disclosure requirements, LegitScript pharmacy certification visible in footer, Content is derived from FDA-approved prescribing information, Privacy policy, terms of service, and telehealth consent links present, Page is intentionally noindexed — appropriate for a patient-only safety resource, Includes FDA MedWatch adverse event reporting contact • Distrust Factors: No named medical author or reviewer on the page, No date of last review or content update, No direct contact information (phone, email) on the page itself, No About page link in the main content area, Missing structured data for medical content, The Wegovy HD 7.2mg section lacks citation or clinical reference

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Licensed telehealth platform and pharmacy', 'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript Approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose — providing Important Safety Information for Wegovy to Hims patients. The content accurately reflects FDA-approved prescribing information. There are no hidden agendas, misleading claims, or obstructive design elements. The page is intentionally noindexed, which is appropriate for a patient-facing utility page.

Harm Analysis

Severity: none • Harm Details: The page provides accurate FDA-approved safety information for a prescription medication. It does not promote unsafe use, does not downplay risks, and includes all required warnings including the Black Box Warning. The content is designed to protect patient safety, not harm it. No misleading claims are present.

Ads Analysis

Ad Placement: The 'Has Ads: True' flag likely refers to the app download promotion in the footer ('Download the free Hims app') and the cross-promotion to forhers.com, which are first-party promotional elements rather than third-party advertisements. These are standard footer elements for a telehealth company. • User Experience Impact: Minimal impact. The promotional elements are confined to the footer and do not interfere with the main safety information content. The primary content area appears clean and focused on the ISI.

Recommendations

Critical Issues

• No named medical author or reviewer — critical gap for YMYL health content under E-E-A-T standards

• No date of last review — patients cannot verify if the safety information is current with the latest FDA label

Improvements

• Add a named medical author and/or reviewer (e.g., licensed physician or pharmacist) with credentials to the page

• Include a publication date and last-reviewed date for the ISI content

• Add a direct link to the full FDA prescribing information PDF with version date

• Implement structured data markup (e.g., MedicalWebPage schema) to signal medical content to search engines

• Add direct contact information (phone number or secure messaging link) for patients with safety questions

• Include a citation or clinical reference for the Wegovy HD 7.2mg-specific warnings that are not part of the standard FDA label

• Add a brief explanatory note clarifying that this ISI is based on the FDA-approved prescribing information and when it was last updated

Strengths

• Content accurately reproduces FDA-approved Important Safety Information including the full Black Box Warning

• Published by a publicly traded, LegitScript-certified telehealth company with established regulatory compliance

• Includes Hims-specific clinical guidance for Wegovy HD 7.2mg patients, demonstrating operational expertise

• Page is appropriately noindexed for a patient-only safety resource

• Includes FDA MedWatch adverse event reporting contact information

46 http://hims.com/important-safety/zepbound N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:58

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

47 http://hims.com/labs 63

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:53

Scores at a Glance

62	PQ Score	66	E-E-A-T Overall	55	Experience	70	Expertise
72	Authoritativeness	68	Trust	65	Content Effort	60	Originality
68	Skill	62	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to market and sell a comprehensive lab testing subscription service ('Labs by Hims') to men, explaining what is tested, how it works, and what action plans are provided. It also promotes an add-on multi-cancer screening test. • Rating Justification: This is a commercial landing page for a legitimate, established telehealth company offering a real medical service. It features named medical experts, appropriate disclaimers, and structured data. However, as a YMYL health page, it falls short of 'High' quality because it lacks deep informational content, has no contact info on the page, no author info, and several marketing claims with footnoted but unverified supporting data. The page serves its commercial purpose adequately but does not meet the highest standards required for YMYL health content.

E-E-A-T

Overall	66
Experience	55
Expertise	70
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Named, credentialed medical professionals (CMO and specialist) are identified, Appropriate medical disclaimers are present for both lab testing and cancer screening, Partnership with established clinical test (Galleri by GRAIL) adds credibility, Hims is a publicly traded, well-known telehealth brand, Structured data implemented correctly • Key Weaknesses: No contact information visible on this page, No About page link detected, No author attribution for the page content itself, Claims like 'Learn 5x more about your body for $1,000s less' use superscript footnotes but the footnote content is not visible in the excerpt, Cancer screening section notes the test is 'not FDA approved,' which is a significant limitation not prominently disclosed • Trust Evidence: The page includes important disclaimers (e.g., 'Lab results alone are not intended to diagnose, treat, or cure any condition,' cancer test not FDA approved, eligibility required). Structured data is present. However, no contact info, no About page link, and no author byline are detected on this page. The page is a sales/marketing page rather than an informational health article. • Expertise Evidence: Named medical experts are featured: Dr. Patrick Carroll, MD (Chief Medical Officer, family practice and executive medical leadership) and Dr. Peter Stahl, MD (urology, hormonal health, sexual medicine). The page references 'doctor developed insights and action plans' and mentions provider oversight for critical results. Credentials are briefly described but not deeply elaborated. • Experience Evidence: The page is a commercial product landing page for a lab testing service. It references real-world clinical processes (blood draws, provider follow-ups, 24/7 messaging), but lacks first-person patient testimonials or case studies on this specific page. The service itself implies operational experience delivering lab results. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company with significant brand recognition in men's health. The page references a partnership with Galleri (GRAIL) for multi-cancer screening, a recognized clinical-grade test. The domain hims.com is an established, well-known health platform.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves medical lab testing, health condition screening (including 1,000+ conditions and 50+ cancer types), hormone and metabolic health, and personalized health action plans including potential medication recommendations. These topics directly impact physical health and safety decisions. • Potential Harm: Users may make health decisions based on lab results or action plans from this service. The cancer screening test is not FDA approved, and false positives/negatives are acknowledged. Users could delay seeking conventional medical care, over-rely on results, or be misled by marketing claims about the breadth of conditions detectable. • Standards Required: Highest E-E-A-T standards apply. Requires clear medical expertise, transparent credentials, accurate and non-misleading claims, prominent disclaimers, and clear guidance to consult healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear and organized structure with logical flow from problem to solution, Named medical experts with credentials add credibility, Appropriate medical disclaimers present throughout, Comparison table provides useful context vs. routine labwork, Cancer screening section includes detailed safety disclaimers • Weaknesses: Heavy CSS/media query code in the content excerpt reduces readability of the raw content, No H2 headings detected, which limits content hierarchy and scannability, Footnoted claims (5x more, $1,000s less, 1,000+ conditions) lack visible supporting evidence, Content is primarily promotional rather than educational — limited depth on what specific tests mean or why they matter, No FAQ section or detailed explanation of the testing process visible • Mc Description: The main content is a structured commercial landing page promoting 'Labs by Hims,' a subscription lab testing service. It covers: hero section with value proposition, how the service works, what health signals are tested (hormones, metabolism, inflammation, nutrients, etc.), the personalized Action Plan feature, a comparison with routine labwork, featured medical experts, and an add-on multi-cancer screening test (Galleri). The page is visually rich with 40 images and uses clear section navigation.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS), providing financial transparency and regulatory oversight'} • {'source': "Hims is a well-established telehealth brand with significant media coverage and consumer recognition in men's health"} • {'source': "Partnership with GRAIL's Galleri multi-cancer test, a clinically validated (though not FDA-approved) liquid biopsy test"} • {'source': 'Named CMO (Dr. Patrick Carroll, MD) is a verifiable public figure associated with the company'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and named medical experts are identified. Important disclaimers are present. However, the specific page lacks contact info, About page links, and visible footnote substantiation for key marketing claims. The non-FDA-approved status of the cancer test is disclosed but could be more prominently featured. • Trust Factors: Publicly traded company with regulatory and financial accountability, Named, credentialed medical professionals featured, Medical disclaimers present and appropriately detailed, Partnership with established clinical testing company (GRAIL/Galleri), Structured data implemented correctly, Provider oversight for critical results mentioned • Distrust Factors: No contact information visible on this specific page, No About page link detected on this page, No author attribution for page content, Footnoted marketing claims lack visible substantiation, Cancer test 'not FDA approved' disclosure may be insufficiently prominent given the marketing context

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'cmo': 'Dr. Patrick Carroll, MD', 'company': 'Hims & Hers Health, Inc.', 'industry': "Telehealth / Men's Health", 'stock_ticker': 'NYSE: HIMS', 'medical_advisor': 'Dr. Peter Stahl, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None identified — this is a legitimate commercial landing page from an established telehealth company

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in purpose or design. However, there are minor informational concerns: marketing claims with superscript footnotes (1, 2, 3) whose supporting content is not visible in the excerpt may mislead users about the strength of evidence. The framing of '1,000+ health conditions' from lab markers could overstate diagnostic utility. These are minor issues common in health marketing rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful, but contains potentially misleading marketing claims. The assertion that the service can 'test for signals of 1,000+ health conditions' from 130 lab markers may overstate diagnostic capability. The cancer screening test is not FDA approved, which is disclosed but may be underemphasized relative to the promotional framing. Footnoted comparative claims (5x more, $1,000s less) lack visible substantiation. These issues are minor-to-moderate in a YMYL context.

Ads Analysis

Ad Placement: The page itself is a commercial product page (the entire page is essentially promotional content for Hims Labs). The 'Has Ads: True' flag likely refers to the page's own promotional CTAs ('Start testing' buttons) or potentially third-party tracking/ad scripts. No indication of intrusive third-party display advertising. • User Experience Impact: The promotional nature of the page is transparent — users visiting hims.com/labs expect to see product marketing. The multiple CTAs ('Start testing') are appropriate for a commercial landing page and do not obstruct the main content.

Recommendations

Critical Issues

• Footnoted claims ('5x more,' '$1,000s less,' '1,000+ conditions') lack visible substantiation — this is a significant issue for a YMYL health page where accuracy standards are highest

• The multi-cancer screening test is not FDA approved — while disclosed, this needs more prominent placement given the serious health implications of cancer screening decisions

Improvements

• Add visible contact information (phone, email, or chat) directly on the page to improve trust signals

• Make footnote content (1, 2, 3) visible and substantiated on the page itself, not just linked elsewhere

• Add H2 headings to improve content hierarchy and accessibility

• Include a more prominent, plain-language explanation of the cancer test's non-FDA-approved status and its implications for users

• Add an FAQ section addressing common questions about lab accuracy, what happens with abnormal results, and how the service differs from seeing a doctor

• Link to an About page or company credentials page from this landing page

• Soften or qualify the '1,000+ health conditions' claim with clearer language about what 'signals' means vs. diagnosis

Strengths

• Publicly traded company with strong brand authority and media recognition in men's health

• Named, credentialed medical experts (CMO and specialist) featured with brief but meaningful credentials

• Comprehensive and appropriate medical disclaimers present throughout the page

• Partnership with GRAIL's Galleri test adds clinical credibility to the cancer screening offering

• Clear, well-organized page structure with logical user journey from problem identification to service solution

48 http://hims.com/labs/action-plan N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:59

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

49

http://hims.com/labs/biomarkers

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:59

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

50 http://hims.com/labs/cancer-test 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 06:00

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	72	Content Effort	65	Originality
68	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform potential customers about the Hims Multi-Cancer Test by Galleri and encourage purchase/sign-up. It explains what the test is, how it works, what to expect from results, and answers FAQs. This purpose is clearly met. • Rating Justification: This is a YMYL health page (cancer screening) from a legitimate, publicly traded telehealth company. The page includes clinical citations, safety disclosures, and honest limitations. However, it lacks named medical authorship, has no visible contact info, and is primarily a commercial sales page. The content is accurate and well-structured but the promotional nature and missing E-E-A-T signals prevent a High rating. The safety disclosures and clinical references elevate it above Low.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Cites peer-reviewed clinical studies with full citations, Includes comprehensive Important Safety Information with material limitations, Partners with established entities (GRAIL, Quest Diagnostics), Clearly states the test is not diagnostic and not FDA-cleared, Provides structured FAQ addressing common concerns honestly • Key Weaknesses: No named medical author or reviewer identified on the page, No About page or Contact info directly accessible, Commercial sales page with inherent promotional bias, No independent patient testimonials or real-world experience shared, Lacks credentials of the 'doctor developed' claim with specific physician names • Trust Evidence: The page includes Important Safety Information disclosing limitations (false positives/negatives, not FDA-cleared, not diagnostic). It clearly states the test has not been shown to reduce cancer deaths. Disclaimers are present throughout. However, there is no named author, no about page linked, and no direct contact info visible. The page is a commercial sales page with ads present. • Expertise Evidence: The page references the Galleri test by GRAIL, a clinically validated multi-cancer early detection test. It cites peer-reviewed research (Klein EA et al., Ann Oncol 2021), references SEER data, ACS Cancer Facts & Figures, and USPSTF recommendations. The Important Safety Information section demonstrates regulatory awareness. However, no named medical experts or authors are identified on the page itself. • Experience Evidence: The page is a commercial product page from Hims, a telehealth company. There is no first-hand patient experience, no testimonials from users who have taken the test, and no named medical professionals sharing their experience with the Galleri test. The content is marketing-oriented rather than experiential. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS). The Galleri test is developed by GRAIL, a well-known clinical genomics company. The test is CLIA-certified and CAP-accredited. Quest Diagnostics is cited as the lab partner. These are recognized, authoritative entities in healthcare.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns cancer screening — a medical health topic with significant implications for a person's physical wellbeing and medical decision-making. Cancer detection tests, their limitations, and guidance on interpreting results fall squarely within YMYL health and safety content. • Potential Harm: Misunderstanding the test's limitations (false negatives, not diagnostic, not FDA-cleared) could lead users to forgo other recommended screenings or delay seeking medical care. Overreliance on a 'No Cancer Signal Detected' result could be harmful. Conversely, a false positive could cause unnecessary anxiety and medical procedures. • Standards Required: Highest E-E-A-T standards apply. Named medical authorship, clear credentials, transparent limitations, and alignment with established medical guidelines (USPSTF, ACS) are required. The page partially meets these standards but falls short on authorship transparency.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ covering 10+ common questions with honest answers, Important Safety Information section with material disclosures about limitations, Clinical citations with full references and DOIs, Clear explanation of the science (cfDNA methylation patterns), Transparent about what 'Cancer Signal Detected' and 'No Cancer Signal Detected' mean, Provides next steps including Galleri Patient Advocate contact for positive results • Weaknesses: No named medical author or reviewer — 'doctor developed' claim is unsubstantiated on the page, Promotional framing may downplay limitations despite the disclaimers present, No pricing information visible in the excerpt, limiting user ability to make informed decisions, The page serves as a sales funnel requiring Labs by Hims subscription, which is a significant constraint not prominently featured, No comparison to other cancer screening methods or discussion of when this test is/isn't appropriate • Mc Description: The main content is a commercial product page for the Hims Multi-Cancer Test by Galleri, a blood-based multi-cancer early detection screening test. It covers what the test is, how it works (cfDNA methylation analysis), the process (booking, blood draw, results), a comprehensive FAQ, and Important Safety Information. The content is well-structured with clear sections.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'GRAIL (Galleri test developer) is a well-established clinical genomics company with published peer-reviewed research'} • {'source': 'Quest Diagnostics partnership — a nationally recognized clinical laboratory network'} • {'source': "CLIA certification and CAP accreditation of GRAIL's clinical laboratory disclosed on page"} • {'source': 'Clinical validation study published in Annals of Oncology (2021), a peer-reviewed journal'}

Trust Analysis

Transparency: Moderate transparency. The page is upfront about the test's limitations, regulatory status, and the need for follow-up diagnostic testing. However, it lacks named medical authorship and direct contact information, which are important trust signals for a YMYL health product page. • Trust Factors: Publicly traded company with SEC reporting obligations, Partners with established, reputable medical entities (GRAIL, Quest Diagnostics), Comprehensive Important Safety Information with material limitations disclosed, Clinical citations from peer-reviewed literature, CLIA/CAP accreditation of testing laboratory disclosed, Explicit statement that test is not FDA-cleared, Provides patient advocate contact for positive results • Distrust Factors: No named medical author or reviewer on the page, No visible contact information for Hims directly, No About page linked from this page, Commercial sales page with inherent promotional bias, Requires subscription to Labs by Hims to access the test — potential upsell concern, The page URL in the raw data appears to render a 404 page in some contexts, suggesting possible technical issues

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'regulatory': 'CLIA-certified, CAP-accredited laboratory (GRAIL)', 'lab_partner': 'Quest Diagnostics', 'stock_ticker': 'NYSE: HIMS', 'test_partner': 'GRAIL (Galleri test developer)'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial product page. While it uses persuasive marketing language, it does not make false claims. The survival rate statistics are accurately sourced and properly caveated. The test's limitations are disclosed. The 'doctor developed' claim is vague but not demonstrably false. No hidden content, misleading design patterns, or false information was identified.

Harm Analysis

Severity: none • Harm Details: The page is not harmful. It includes extensive disclaimers about the test's limitations, explicitly states it is not diagnostic, not FDA-cleared, and has not been shown to reduce cancer deaths. It recommends consulting healthcare providers and does not discourage other recommended screenings. The promotional framing is typical of commercial health products and is balanced by substantive safety disclosures.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but based on the content excerpt, these appear to be standard promotional elements for Hims' own products (Labs subscription upsell) rather than third-party display advertising. The page promotes the Labs by Hims subscription as a prerequisite. • User Experience Impact: The promotional content (CTAs to 'Get started', 'Start testing') is integrated into the page flow and does not appear to obstruct the main content. The subscription requirement is disclosed in footnotes, which could be considered a minor UX concern for transparency.

Recommendations

Critical Issues

• No named medical author or reviewer — for a YMYL cancer screening product page, this is a significant E-E-A-T gap that could prevent High quality rating

• No visible contact information or About page link — essential trust signals missing for a health product page

Improvements

• Add named medical author(s) or reviewer(s) with credentials (e.g., 'Reviewed by Dr. [Name], MD, Oncology') to establish medical authorship and improve E-E-A-T

• Include direct contact information for Hims medical team or customer support prominently on the page

• Add a link to an About page describing Hims' medical team, clinical advisory board, and approach to healthcare

• Include the test's sensitivity and specificity statistics (positive predictive value, false positive rate) to enable truly informed decision-making

• Add patient testimonials or real-world experience from users who have taken the test (with appropriate disclaimers)

• Make the subscription requirement and pricing more prominent rather than buried in footnotes

• Consider adding a comparison table showing how this test complements (not replaces) standard USPSTF-recommended screenings

Strengths

• Comprehensive Important Safety Information with honest disclosure of all material limitations including non-FDA-cleared status

• Multiple peer-reviewed clinical citations with full references and DOIs demonstrating scientific grounding

• Well-structured FAQ that honestly addresses limitations, false positives/negatives, and appropriate use cases

• Partnership with established, reputable entities (GRAIL, Quest Diagnostics) adds credibility

• Clear, accessible explanation of the underlying science (cfDNA methylation analysis) without being overly technical

51

http://hims.com/labs/frequently-asked-questions

58

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 06:00

Scores at a Glance

58	PQ Score	60	E-E-A-T Overall	45	Experience	60	Expertise
70	Authoritativeness	65	Trust	60	Content Effort	65	Originality
60	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to answer frequently asked questions about Hims Labs blood testing service, covering process, biomarkers, results, eligibility, and provider support. • Rating Justification: The page is a legitimate FAQ from a known telehealth company with appropriate medical disclaimers and useful information. However, it lacks named experts, has no author attribution, missing H1/H2 heading structure, no meta description, and the page appears to render a 404 error state in the underlying code (not-found components visible in source), suggesting the actual FAQ content may not be properly served at this URL. The content itself is adequate but not exceptional for a YMYL health topic.

E-E-A-T

Overall	60
Experience	45
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Publicly traded company with established reputation, LegitScript pharmacy certification, Quest Diagnostics partnership adds credibility, Appropriate medical disclaimers throughout, Structured data and canonical tags properly implemented • Key Weaknesses: No named medical professionals or authors identified, No direct contact information on the page, No author bylines or credentials displayed, Claims about 'expert-selected' biomarkers lack specific attribution, 'Biological Age' feature described without peer-reviewed validation references • Trust Evidence: Appropriate medical disclaimers present ('lab results alone are not intended to diagnose, treat, or cure any condition'). Licensed healthcare provider review mentioned. Privacy policy, terms, telehealth consent, and consumer health data privacy policy links present. LegitScript certification visible. However, no named authors, no contact info on this page, and no About page link directly accessible. • Expertise Evidence: References to 'doctor-developed' Action Plans and 'panel of experts' who selected biomarkers, but no named medical professionals are identified. Quest Diagnostics partnership lends credibility. Medical disclaimers are appropriately included (results not diagnostic, provider review required). • Experience Evidence: No personal testimonials, patient stories, or first-hand accounts of using the Labs service. The FAQ content is written from a corporate/service perspective without demonstrating lived experience with the product. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant market presence. LegitScript approval badge visible in footer. Partnership with Quest Diagnostics (founded 1967, serves 1 in 3 adults annually) adds authority. Canonical URL and structured data properly implemented.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page describes a medical laboratory testing service that tests 75+ biomarkers, provides health assessments, includes 'Biological Age' calculations, and connects users with healthcare providers. It directly relates to health decisions and medical testing. • Potential Harm: Users may make health decisions based on lab results or Action Plans. Misunderstanding the non-diagnostic nature of results could lead to delayed medical care. The 'Biological Age' metric could cause unnecessary anxiety or false reassurance. • Standards Required: High E-E-A-T standards required. Named medical professionals, clear credentials, peer-reviewed methodology references, and transparent limitations are expected for YMYL health content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of likely user questions, Clear organization by topic category, Appropriate medical disclaimers integrated naturally, Specific details about Quest Diagnostics partnership add credibility, Answers are appropriately concise without being vague • Weaknesses: No H1 or H2 heading tags detected in page structure, Missing meta description, No named medical experts cited despite 'doctor-developed' claims, Page source reveals 404 error components suggesting possible rendering issues, No links to supporting clinical evidence or methodology • Mc Description: FAQ page covering the Hims Labs blood testing service with sections on Process (8 questions), Biomarkers (6 questions), and Results (3 questions). Answers are concise and informative, covering eligibility, availability, testing process, biomarker details, and result interpretation.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification badge visible in footer, indicating pharmacy compliance verification'} • {'source': 'Partnership with Quest Diagnostics, a major established clinical laboratory network'} • {'source': 'Links to telehealth consent, privacy policy, and consumer health data privacy policy demonstrate regulatory compliance awareness'}

Trust Analysis

Transparency: Moderate transparency. The company discloses its telehealth model, provider involvement, and Quest Diagnostics partnership. Medical limitations are clearly stated. However, the specific medical experts who developed the Action Plans and selected biomarkers are not named, reducing transparency for a YMYL health service. • Trust Factors: Publicly traded company with SEC reporting obligations, LegitScript pharmacy certification, Quest Diagnostics partnership, Appropriate medical disclaimers, Privacy policy and terms of service present, Licensed healthcare provider involvement disclosed, Canonical URL properly set • Distrust Factors: No contact information on this specific page, No named authors or medical professionals, Page source code contains 404 error components suggesting possible technical issues with page delivery, No meta description provided, Missing H1/H2 heading structure

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'partnerships': 'Quest Diagnostics', 'stock_ticker': 'NYSE: HIMS', 'certifications': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–

Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None detected

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page clearly states limitations of the service (not diagnostic, not available in Hawaii, eligibility required). Medical disclaimers are prominent. The service is accurately described as supplementary health information rather than medical diagnosis.

Harm Analysis

Severity: none • Harm Details: The page includes appropriate disclaimers that lab results are not diagnostic and do not replace healthcare provider advice. The service is presented as supplementary to, not a replacement for, traditional healthcare. No misleading health claims detected.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely promotional CTAs for the Hims Labs service itself (internal promotions) rather than third-party advertising. 'Start testing' CTAs appear at the top of the page. • User Experience Impact: Internal promotional CTAs are standard for a commercial service FAQ page and do not obstruct the main FAQ content. No third-party ad networks detected in the source.

Recommendations

Critical Issues

• Page source code contains 404 not-found components (not-found_main-wrapper, not-found_inner-wrapper) suggesting the page may not be properly rendering the FAQ content at this URL for all users or crawlers

• No named medical professionals cited despite YMYL health content requiring high E-E-A-T standards

Improvements

• Add named medical professionals with credentials who developed the Action Plans and selected the biomarker panel

• Implement proper H1 and H2 heading structure for semantic clarity and SEO

• Add a meta description to improve click-through rates from search results

• Include direct contact information (phone, email, or chat) on the FAQ page

• Add citations or references to peer-reviewed research supporting the biomarker selection methodology

• Resolve the technical issue causing 404 error components to appear in the page source code

• Add an FAQ schema markup (FAQPage structured data) to enhance SERP appearance

• Include links to the About page and medical experts page from within the FAQ content

Strengths

• Appropriate and prominent medical disclaimers throughout the content

• Publicly traded company with LegitScript certification provides strong trust foundation

• Quest Diagnostics partnership adds significant credibility to the testing methodology

• Comprehensive FAQ coverage addressing likely user questions across process, biomarkers, and results

• Proper canonical URL, BreadcrumbList structured data, and Open Graph tags implemented

52 http://hims.com/labs/heart-health 70

Confidence: 0.78 Should Rank Analysed: 18 Jun 2026 05:57

Scores at a Glance

72	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	68	Trust	75	Content Effort	65	Originality
72	Skill	80	Accuracy	75	Reputation		

Page Quality

PQ Rating	high
PQ Score	72

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves dual purposes: educating users about heart health biomarkers and cardiovascular risk, and promoting Hims Labs testing services. Both purposes are met with reasonable depth and accuracy. • Rating Justification: The page is produced by a legitimate, established telehealth company with medical oversight (named MD reviewer), cites authoritative sources, provides accurate and helpful information about cardiovascular biomarkers, and includes appropriate disclaimers. It serves a clear commercial purpose while also providing genuine educational value. The lack of H1/H2 headings, missing author biography details, and commercial framing prevent it from reaching highest quality, but the content is substantively helpful and medically sound.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Named physician reviewer (Felix Gussone, MD) with publication date, Comprehensive, cited reference list from authoritative medical sources, Appropriate medical disclaimers present, Established, publicly traded company with millions of customers, Accurate clinical descriptions of cardiovascular biomarkers • Key Weaknesses: No H1 or H2 headings detected, weakening content structure signals, No author biography or credentials detail for the reviewing physician, No contact information visible on this specific page, Commercial intent may bias content presentation, Physician reviewer credentials not elaborated beyond name and title • Trust Evidence: The page includes a medical disclaimer stating lab results alone are not intended to diagnose, treat, or cure any condition. It mentions 24/7 provider messaging and critical result follow-up. Sources and references are listed with publication dates. A physician reviewer is named. However, no explicit contact information is visible on this page, no About page link is detected in the page structure, and the page is primarily a commercial product page. • Expertise Evidence: The page is reviewed by Felix Gussone, MD (published 11/13/2025), providing medical expert oversight. Content accurately describes biomarkers (ApoB, hs-CRP, Lp(a), LDL, HDL, triglycerides, non-HDL cholesterol) with clinically appropriate explanations. Sources include peer-reviewed journals, CDC, American Heart Association, and American College of Cardiology. However, no H1/H2 headings are present, and the page lacks detailed credentials for the reviewing physician. • Experience Evidence: Hims is an established telehealth company with over 2.4 million customers (as of June 30, 2025), indicating real-world operational experience in health services. The page reflects practical service delivery experience in lab testing. However, no patient testimonials or first-person experiential accounts are present on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The page cites authoritative sources including CDC, AHA, ACC, PubMed, and The Lancet. The domain hims.com is well-established. The page links to structured medical content and references legitimate clinical guidelines.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses cardiovascular health testing, biomarkers for heart disease risk, cholesterol management, and provides guidance on when to seek medical testing. It is a commercial health service page that could influence users' health decisions, including whether to pursue medical testing and how to interpret results. • Potential Harm: Users could make health decisions based on this content, potentially delaying or substituting professional medical care. Misinterpretation of biomarker information could lead to inappropriate self-management of cardiovascular risk. The page appropriately includes disclaimers but the commercial context creates potential for users to over-rely on the service. • Standards Required: High EEAT standards required: verified medical expertise, clear authorship with credentials, accurate and up-to-date clinical information, appropriate disclaimers, and transparent commercial relationships. The page meets most but not all of these standards.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of relevant cardiovascular biomarkers, Appropriate use of CDC statistics to contextualize cardiovascular disease burden, Clear FAQ section addressing common user questions, Appropriate medical disclaimers integrated into content, References to authoritative sources (CDC, AHA, ACC, peer-reviewed journals) • Weaknesses: No H1 or H2 heading structure detected, which is a significant structural deficiency, Heavy CSS/JavaScript code in the content excerpt reduces readability of the raw content, Commercial CTAs ('Start testing') are repeated frequently throughout the page, Individual biomarker descriptions are brief and could benefit from more clinical depth • Mc Description: The main content explains cardiovascular health, describes 9 specific biomarkers tracked by Hims Labs (ApoB, hs-CRP, Lp(a), non-HDL, HDL, LDL, total cholesterol, cholesterol/HDL ratio, triglycerides), explains why heart health testing matters with CDC statistics, describes the Hims Labs service process, and provides a FAQ section with 6 clinically relevant questions. Related health categories are cross-linked.

Trust & Reputation

Trust Level	high
Reputation Score	75
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Named medical reviewer Felix Gussone, MD provides verifiable professional accountability'} • {'source': 'CDC, AHA, ACC, and peer-reviewed journal citations demonstrate alignment with authoritative medical consensus'} • {'source': '2.4+ million customer base as of June 2025 indicates established market presence and operational legitimacy'} • {'source': 'Telehealth Consent, Open Payments disclosure, and Consumer Health Data Privacy Policy links indicate regulatory compliance awareness'}

Trust Analysis

Transparency: Moderate-to-high transparency. The company is publicly traded and named. Medical reviewer is identified. Commercial purpose is clear. Disclaimers are present. However, the page lacks direct contact information and detailed author credentials that would be expected for highest-quality YMYL health content. • Trust Factors: Publicly traded company with SEC reporting obligations, Named physician reviewer with publication date, Comprehensive reference list from authoritative sources, Medical disclaimers and emergency guidance included, Structured data (BreadcrumbList, FAQPage) implemented correctly, Privacy policy and telehealth consent documentation referenced • Distrust Factors: No contact information visible on this specific page, No About page link detected in page structure metadata, Commercial bias: page promotes Hims Labs service throughout, Physician reviewer credentials not elaborated (no bio, institution, or specialty detail), Ads present on a health information page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'review_date': '11/13/2025', 'customer_base': '2.4+ million as of June 30, 2025', 'stock_listing': 'NYSE: HIMS', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected, Content is original and purpose-built for the Hims Labs service, References are legitimate and verifiable, No keyword stuffing or manipulative patterns observed

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial purpose (selling Hims Labs testing services). Medical information is accurate and appropriately caveated. No hidden advertising or disguised commercial content detected. The page clearly identifies itself as a product/service page for Hims Labs.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It includes appropriate emergency guidance (call 911 for chest pain), clear disclaimers that lab results alone do not diagnose conditions, and accurate medical information. The commercial nature of the page is transparent. No misleading health claims are made.

Ads Analysis

Ad Placement: Ads are present on the page but no specific obstructive ad placement is described in the available content. The page itself functions as a commercial landing page for Hims Labs services, with CTAs integrated throughout. • User Experience Impact: The repeated 'Start testing' CTAs throughout the content are promotional but not obstructive to accessing the health information. The commercial nature is transparent and does not significantly impede content consumption.

Recommendations

Critical Issues

• Missing H1 heading is a significant structural deficiency for a YMYL health page

• Physician reviewer credentials are insufficiently detailed for a YMYL medical content page - only name and title provided without specialty, institution, or biography

Improvements

• Add H1 and H2 heading structure to improve content organization and SEO signals

• Expand the physician reviewer section to include Dr. Gussone's full credentials, specialty, institution affiliation, and a brief biography

• Add visible contact information (phone, email, or chat) directly on the page to meet YMYL trust standards

• Include an About page link or company information section to provide additional context about Hims' medical team and oversight

• Expand individual biomarker descriptions with more clinical depth, including normal ranges and what abnormal results may indicate

• Add patient testimonials or case studies to demonstrate real-world experience with the service

• Consider adding information about the laboratory partners/certifications (e.g., CLIA-certified labs) used for testing

Strengths

• Comprehensive, accurate coverage of 9 cardiovascular biomarkers with appropriate clinical context

• Strong reference list citing CDC, AHA, ACC, and peer-reviewed journals with publication dates

• Appropriate medical disclaimers and emergency guidance (call 911) integrated into content

• Named physician reviewer with publication date provides medical accountability

• Publicly traded company status provides financial transparency and regulatory oversight

• FAQ section addresses genuinely relevant user questions with clinically accurate answers

• Structured data (BreadcrumbList, FAQPage) correctly implemented

53

http://hims.com/labs/how-it-works

57

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 06:02

Scores at a Glance

55	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	60	Originality
60	Skill	55	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page explains how the 'Labs by Hims' at-home testing service works, walking users through a 5-step process from scheduling a test to tracking health over time, and encouraging sign-up. • Rating Justification: The page is a commercial landing page for a health testing service from a legitimate, publicly traded telehealth company. It fulfills its basic purpose of explaining the service process in 5 steps with clear CTAs. However, it lacks author/expert attribution, has no H1 or H2 headings in the extracted structure, is relatively thin in content (743 words, much of which is CSS/JS), and makes health-adjacent claims without robust on-page sourcing. For a YMYL health topic, these gaps prevent a High rating.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: LegitScript pharmacy approval badge present, Clear legal disclaimers about lab results not being diagnostic, Publicly traded company with established brand reputation, Proper structured data (BreadcrumbList) implemented, Footnoted claims with sourcing (footnotes 1, 2, 3) • Key Weaknesses: No named medical professionals or authors identified on the page, No About page linked from this specific page, No direct contact information visible on this page, Claims like 'Learn 5x more about your body' and 'Check for signals of 1,000+ conditions' are marketing-forward and could be perceived as overstated without robust clinical sourcing, Missing meta description • Trust Evidence: LegitScript approved badge in footer, links to Terms & Conditions, Privacy Policy, Telehealth Consent & Open Payments, Consumer Health Data Privacy Policy. Disclaimers present noting lab results are not intended to diagnose/treat/cure. Geographic restriction noted (not available in Hawaii). Eligibility and provider order required disclosures present. • Expertise Evidence: References to 'doctor developed insights,' 'provider order required,' '75+ biomarkers,' and 'Quest Diagnostics locations' suggest medical expertise behind the service. However, no named medical professionals, credentials, or editorial review process is visible on this page. • Experience Evidence: The page describes a service process (5 steps) but provides no first-person patient testimonials, case studies, or real-world usage examples on this specific page. No author or medical reviewer is identified on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer. The brand is well-known in the telehealth space. Canonical URL and structured data are properly implemented.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a medical laboratory testing service that involves biomarker testing, provider-ordered lab work, action plans, and potential prescription treatments. Users may make health decisions based on this content and the service it describes. • Potential Harm: Users could make health decisions based on lab results interpreted through this service. Misleading claims about what the service can detect (e.g., 'signals of 1,000+ conditions') could lead to false reassurance or unnecessary anxiety. The service involves real medical testing and provider interactions. • Standards Required: High E-E-A-T standards required. Named medical professionals, clear credentials, transparent methodology, robust disclaimers, and evidence-based claims are necessary for YMYL health content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical 5-step process structure, Specific, concrete details (2,000+ Quest locations, 75+ biomarkers, $349/year pricing), Appropriate disclaimers and footnotes for health claims, Value proposition clearly articulated • Weaknesses: No H1 or H2 headings detected in page structure, which is a significant SEO and accessibility issue, Very thin actual text content relative to page size, No FAQ section addressing common user questions about the testing process, No testimonials or social proof on this specific page, No named medical professionals or editorial oversight mentioned • Mc Description: The main content describes a 5-step process for using Labs by Hims: (1) Schedule a test at Quest Diagnostics, (2) Get insights from results, (3) Follow a doctor-prescribed Action Plan, (4) Measure progress with mid-year retesting, (5) Track health over time. It also includes a value proposition section comparing the service to alternatives on cost and breadth.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript pharmacy certification badge displayed in footer, indicating third-party verification of pharmacy practices'} • {'source': 'Partnership with Quest Diagnostics, a nationally recognized clinical laboratory network, lends credibility'} • {'source': 'Links to Telehealth Consent & Open Payments disclosure, indicating compliance with healthcare transparency regulations'} • {'source': 'Consumer Health Data Privacy Policy linked, indicating compliance with state health data privacy laws'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and has legal disclosures, but the specific page lacks author attribution, medical reviewer identification, and direct contact information that would be expected for a YMYL health service page. • Trust Factors: Publicly traded company with SEC reporting obligations, LegitScript approved badge, Clear legal disclaimers about medical limitations of lab results, Links to comprehensive legal/privacy documentation, Partnership with established Quest Diagnostics network, Canonical URL properly set, Structured data implemented correctly • Distrust Factors: No contact information visible on this page, No named medical professionals or authors, No About page linked from this page, Missing meta description, No H1 heading detected, Some marketing claims are aggressive for a health service (e.g., 'signals of 1,000+ conditions')

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'service_type': 'Telehealth platform with licensed providers', 'stock_ticker': 'NYSE: HIMS', 'certifications': ['LegitScript Approved']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial landing page for a legitimate health testing service. Claims are qualified with footnotes. Limitations (not available in Hawaii, eligibility required, not diagnostic) are disclosed. The page clearly represents a paid service.

Harm Analysis

Severity: none • Harm Details: The page includes appropriate disclaimers stating lab results are not intended to diagnose, treat, or cure any condition. Geographic restrictions are noted. Provider order requirements are disclosed. The marketing claims, while optimistic, are qualified with footnotes. No content targets vulnerable groups harmfully.

Ads Analysis

Ad Placement: The page is flagged as having ads, but given this is a commercial product page for Hims' own Labs service, the 'ads' are likely internal promotional CTAs ('Get Started' buttons, sticky CTA) rather than third-party advertising. These are appropriate for a commercial landing page. • User Experience Impact: Internal CTAs and promotional elements are standard for a commercial service page and do not appear to obstruct the main content. The sticky CTA ('Get in-depth lab testing for less than $1/day') is a common e-commerce pattern.

Recommendations

Critical Issues

• No H1 heading detected on the page - this is a fundamental on-page SEO and accessibility issue that should be fixed immediately

• Missing meta description - this affects how the page appears in search results and should be added

• No named medical professionals or editorial oversight disclosed on a YMYL health service page - this is a significant E-E-A-T gap for a page promoting medical testing services

Improvements

• Add named medical professionals or a medical review team with credentials to the page to establish expertise for this YMYL health content

• Add an H1 heading to the page structure for both SEO and accessibility compliance

• Include a meta description to improve click-through rates from search results

• Add a FAQ section addressing common questions about the testing process, accuracy, privacy, and what happens with results

• Strengthen footnoted claims with links to peer-reviewed sources or clinical studies supporting biomarker testing methodology

• Add visible contact information (phone, email, or chat) on the page for user trust

• Consider adding patient testimonials or case studies to demonstrate real-world experience with the service

• Expand the actual text content beyond the current thin 743 words to provide more substantive information about the biomarkers tested and their health significance

Strengths

• Legitimate, publicly traded company (NYSE: HIMS) with established brand reputation in telehealth

• LegitScript pharmacy certification provides third-party trust verification

• Clear, appropriate medical disclaimers stating lab results are not diagnostic

• Partnership with Quest Diagnostics adds credibility to the testing infrastructure

• Properly implemented structured data (BreadcrumbList) and canonical URL

• Transparent pricing ($349/year) and geographic limitations (not available in Hawaii) disclosed upfront

• Footnoted marketing claims with qualifying language reduce potential for misleading users

54 http://hims.com/labs/medical-specialist 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 06:01

Scores at a Glance

58	PQ Score	69	E-E-A-T Overall	60	Experience	75	Expertise
72	Authoritativeness	68	Trust	52	Content Effort	55	Originality
60	Skill	65	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to establish credibility for Hims Labs by showcasing the medical specialists who oversee the lab testing service, and to convert visitors into customers by highlighting physician expertise and service benefits. • Rating Justification: The page serves a legitimate commercial purpose for a reputable telehealth company and features real, named medical professionals with stated credentials. However, it is a thin marketing page (583 words, heavily CSS-laden) with no H1/H2 structure, no contact info, no meta description, and minimal substantive content beyond brief physician bios and promotional claims. It meets basic quality standards for a commercial landing page but falls short of high-quality YMYL health content standards.

E-E-A-T

Overall	69
Experience	60
Expertise	75
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Named, credentialed physicians with specific specialties and institutional roles, Includes important disclaimers about product limitations and FDA status, Hims is a well-known, publicly traded telehealth company with established brand reputation, Dr. Warnock's Walter Reed background and Dr. Bhatt's cardiology credentials add credibility • Key Weaknesses: No H1 or H2 headings for content structure, No contact information or about page accessible from this page, No author attribution or editorial policy, Physician bios are very brief with no links to external profiles, publications, or verifiable credentials, Missing meta description, Page is primarily promotional/commercial rather than informational • Trust Evidence: The page includes disclaimers about FDA approval status of compounded products, eligibility requirements, and limitations of lab results (not diagnostic). Structured data (BreadcrumbList) is present. However, there is no contact information, no about page link, no author bylines, and no meta description. The page is a marketing/promotional page for a commercial service. • Expertise Evidence: Six named board-certified physicians are listed with specialties: Dr. Patrick Carroll (Family Practice/Men's Health), Dr. Peter Stahl (Urology/Hormonal Health), Dr. Craig Primack (Obesity/Metabolic Health), Dr. Brian Williams (Family Medicine/Dermatology), Dr. Alicia Warnock (Endocrinology, former Walter Reed Diabetes Institute director), and Dr. Deepak L. Bhatt (Cardiology). Credentials are stated but not independently verifiable on this page alone. • Experience Evidence: The page presents real named physicians with specific titles and roles (CMO, Head of Men's Sexual Health, Head of Weight Loss, etc.), suggesting genuine organizational experience. However, the page lacks detailed bios, publication records, or verifiable credentials beyond brief descriptions. No patient testimonials or case studies are present on this specific page. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with over 2 million customers claimed. The physicians listed hold senior institutional roles. Dr. Bhatt is described as 'one of the world's leading cardiologists.' However, no external citations, peer-reviewed references, or third-party endorsements are present on this page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a medical lab testing service that claims to screen for signals of 1,000+ conditions and provide doctor-prescribed health action plans. It directly relates to health decisions, medical testing, and clinical care. Users may make health decisions based on the credibility signals presented here. • Potential Harm: Users may subscribe to a lab testing service based on the perceived authority of listed physicians. If credentials are misrepresented or the service provides misleading health insights, users could delay seeking proper medical care or make health decisions based on incomplete information. • Standards Required: High EEAT standards required: verifiable physician credentials, transparent service limitations, clear disclaimers, accessible contact information, and evidence-based claims. The page partially meets these standards through disclaimers but lacks full transparency.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear identification of named physicians with specific roles and specialties, Physician quotes add authenticity and personal voice, Appropriate disclaimers about service limitations and FDA status, Breadcrumb structured data aids navigation context • Weaknesses: No H1 or H2 headings — poor content structure, Physician bios are extremely brief with no links to external profiles or publications, 583 words is thin for a YMYL health credibility page, No information about the lab testing methodology, accreditation, or CLIA certification, Missing meta description reduces discoverability and trust signals, No contact information or customer support details on the page • Mc Description: The main content consists of brief profiles of six Hims medical specialists (CMO, Head of Urology, Head of Weight Loss, Head of Medical Affairs, Endocrinology Advisor, Cardiology Advisor), followed by physician quotes about the lab service, benefit statements, and a CTA to start testing. The content is primarily promotional.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Company claims 2+ million customers as of June 30, 2025, indicating significant market presence'} • {'source': 'Dr. Deepak L. Bhatt is a widely recognized cardiologist with verifiable public profile at major academic medical centers'} • {'source': "Dr. Alicia Warnock's Walter Reed National Military Medical Center background is a verifiable institutional credential"} • {'source': 'Hims has received coverage in major financial and health media outlets as a leading telehealth platform'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and discloses important limitations through footnotes and disclaimers. However, the page lacks direct contact information, detailed physician credentials, and lab accreditation details that would be expected for a high-trust YMYL health service page. • Trust Factors: Publicly traded company with SEC reporting obligations, Named physicians with verifiable institutional affiliations, Appropriate FDA and diagnostic disclaimers present, Structured data implementation shows technical competence, Privacy policy, terms and conditions, and consumer health data privacy policy linked in footer • Distrust Factors: No contact information on the page, No about page link accessible from this page, No author attribution or editorial review process disclosed, Missing meta description, Physician bios lack links to external verifiable profiles (e.g., hospital pages, LinkedIn, publications), No information about lab accreditation (CLIA certification) which is critical for medical lab trust

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'service_type': 'Telehealth platform', 'stock_ticker': 'NYSE: HIMS', 'customer_base': '2+ million customers claimed'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial marketing page for a legitimate telehealth company. Promotional claims are qualified with footnotes. FDA status of compounded products is disclosed. The page does not attempt to hide its commercial nature. No cloaking, hidden text, or misleading design patterns detected.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful to individuals or groups. Disclaimers are present clarifying that lab results are not diagnostic and that compounded products are not FDA-approved. The promotional claims use footnotes to qualify comparative statements. No dangerous medical advice is given on this page.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but as a commercial product page for Hims Labs itself, the 'ads' likely refer to promotional CTAs and marketing elements native to the page rather than third-party display advertising. The promotional content is integrated into the page design. • User Experience Impact: The promotional CTAs ('Start testing,' 'Better health starts inside') are standard for a commercial landing page and do not obstruct the main content. The page serves a clear commercial purpose and users arriving here would expect promotional content.

Recommendations

Critical Issues

• Missing meta description reduces click-through rates and trust signals in SERPs

• No H1 heading is a significant technical SEO and content structure issue for a YMYL page

• Absence of contact information on a health services page reduces trust and may not meet YMYL quality standards

• No lab accreditation (CLIA) information disclosed — critical for medical testing credibility

Improvements

• Add H1 and H2 headings to improve content structure and SEO

• Write a compelling meta description (currently missing)

• Expand physician bios with links to external verifiable profiles (hospital pages, Google Scholar, LinkedIn)

• Add CLIA certification and lab accreditation information to establish medical credibility

• Include contact information or a clear path to customer support on the page

• Add an editorial/medical review policy disclosure

• Expand content depth with information about the lab testing methodology, quality controls, and result interpretation process

• Add structured data for physician profiles (Person schema with credentials)

Strengths

• Named, credentialed physicians with specific institutional roles add genuine E-E-A-T signals

• Appropriate FDA and diagnostic disclaimers demonstrate responsible health communication

• Publicly traded company status provides baseline accountability and transparency

• Breadcrumb structured data and technical implementation are competent

• Physician quotes add authenticity and personal voice to the content

55 http://hims.com/labs/nutrients 72

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:57

Scores at a Glance

72	PQ Score	68	E-E-A-T Overall	55	Experience	70	Expertise
75	Authoritativeness	72	Trust	78	Content Effort	70	Originality
75	Skill	80	Accuracy	78	Reputation		

Page Quality

PQ Rating	high
PQ Score	72

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about nutrient health lab testing offered by Hims, explaining which biomarkers are tested, why they matter, and how the service works, while converting visitors into customers. • Rating Justification: This is a high-quality commercial health information page from an established, regulated telehealth company. It provides substantive, medically accurate information about nutrient biomarkers with proper citations and medical review. The content serves a clear purpose, is well-organized, and includes appropriate disclaimers. It falls short of highest due to limited author transparency, commercial bias, and the page being primarily a product/service landing page rather than a comprehensive educational resource.

E-E-A-T

Overall	68
Experience	55
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: Medical reviewer identified (Felix Gussone, MD) with publication date, 16 peer-reviewed and authoritative sources cited (NIH, WHO, NCBI), LegitScript pharmacy certification, Publicly traded company with regulatory oversight, Clear medical disclaimer about limitations of lab results, 2.4 million+ customer base indicating established operations • Key Weaknesses: No detailed author/reviewer biography or credentials page linked, No H1 or H2 headings detected in page structure metadata (though content suggests they exist visually), No dedicated About page detected in page metadata, No direct contact information visible on this specific page, Commercial intent may bias content toward upselling testing services • Trust Evidence: Page includes medical disclaimer stating results are not intended to diagnose/treat/cure conditions. References are cited with URLs to authoritative sources. Medical review attribution (Felix Gussone, MD) is present. LegitScript certification visible in footer. Telehealth consent and privacy policy links are accessible. However, no H1/H2 headings detected in metadata, and author bio details are minimal. • Expertise Evidence: Content is reviewed by Felix Gussone, MD (noted at bottom of page, published 11/13/2025). The page accurately describes biomarkers, their clinical significance, and testing methodology (serum vs. RBC). References cite peer-reviewed sources from NCBI, NIH Office of Dietary Supplements, and WHO. Medical terminology is used correctly and appropriately. • Experience Evidence: Hims is an established telehealth company with over 2.4 million customers (as of June 30, 2025), indicating real-world operational experience in healthcare services. However, the page lacks first-person patient testimonials or case studies demonstrating lived experience with nutrient testing. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The page links to LegitScript approval (pharmacy verification badge). Sources cited include NIH, WHO, and peer-reviewed journals. The company has established medical infrastructure with 24/7 provider messaging.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses medical laboratory testing, health biomarkers, nutrient deficiencies, and their health implications. It involves decisions about medical testing and potential supplementation or treatment. Users may make health decisions based on this content. • Potential Harm: Users could make inappropriate health decisions based on misunderstanding lab results, delay seeking proper medical care, or self-supplement based on incomplete information. The page does include appropriate disclaimers about clinician interpretation. • Standards Required: Highest standards of medical accuracy, clear expert credentials, transparent disclaimers, and evidence-based information are required. The page partially meets these standards through medical review and citations but could be stronger in credential transparency.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all tested biomarkers with clinical context, FAQ section addresses practical user questions about testing appropriateness, Clear distinction between biomarkers tested annually vs. twice yearly, Appropriate medical disclaimers integrated naturally, References section with 16 authoritative citations, Related health categories help users understand interconnections • Weaknesses: Page structure metadata shows no H1/H2 headings, suggesting possible rendering/extraction issues or poor semantic HTML structure, Heavy commercial call-to-action repetition ('Start testing' appears multiple times), Limited information about the actual testing process, lab partners, or turnaround times, No pricing information visible, requiring users to navigate elsewhere, Excessive inline CSS/media query code in the extracted content obscures readability • Mc Description: The main content explains nutrient health lab testing offered by Hims, covering: an introduction to nutrient health, why it matters, 16 specific biomarkers tested with explanations, the service's value proposition, related health categories, an FAQ section, and cited references. Content is organized logically from general to specific.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC regulatory oversight and public financial disclosure'} • {'source': 'LegitScript certification visible in footer, indicating pharmacy compliance verification'} • {'source': '2.4 million+ customers as of June 30, 2025, indicating established market presence'} • {'source': 'Medical content reviewed by Felix Gussone, MD with publication date (11/13/2025)'} • {'source': 'Telehealth Consent & Open Payments disclosure link indicates compliance with federal transparency requirements'} • {'source': 'References cite NIH, WHO, and peer-reviewed NCBI publications, indicating alignment with authoritative medical sources'}

Trust Analysis

Transparency: Moderate-to-high transparency. The company is publicly traded and regulated, medical review is attributed, sources are cited, and appropriate disclaimers are present. However, the reviewer's credentials are not elaborated upon on this page, and the commercial nature of the content creates inherent bias that is not explicitly acknowledged. • Trust Factors: Publicly traded company with regulatory accountability, LegitScript pharmacy certification, Named medical reviewer with MD credentials, 16 peer-reviewed citations from authoritative sources, Clear medical disclaimers and limitations stated, Privacy policy, terms, and consumer health data policy accessible, 24/7 provider messaging mentioned for critical results • Distrust Factors: No direct contact information on this specific page, No detailed author biography or credentials page linked, Commercial conflict of interest: company profits from testing purchases, About page not detected in page metadata, Some citations use older data (2011-2012 prevalence studies)

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'review_date': '11/13/2025', 'stock_ticker': 'NYSE: HIMS', 'customer_base': '2.4 million+ as of June 30, 2025', 'certifications': ['LegitScript Approved'], 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is specific to Hims' service offering rather than generic scraped content, Citations and medical review suggest human editorial oversight

Deception Analysis

Severity: none • Deception Details: The page is transparent about being a commercial service page for Hims lab testing. Medical disclaimers are present and accurate. The content does not make false claims or use deceptive design patterns. The commercial intent is clear. The inline CSS/JavaScript in the extracted content is standard Next.js framework code, not deceptive.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It includes appropriate medical disclaimers, recommends clinician interpretation of results, and advises against unsupervised supplementation. The content is medically accurate and does not make unsubstantiated health claims.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but based on the content structure, these appear to be internal promotional CTAs ('Start testing' buttons) rather than third-party display advertising. The page is itself a commercial landing page for Hims' lab testing service. • User Experience Impact: The repeated 'Start testing' CTAs are prominent but do not appear to obstruct the main informational content. The commercial nature is expected for a telehealth company's service page.

Recommendations

Critical Issues

• No contact information visible on this YMYL health page, which is a significant trust gap for a medical service

• Author/reviewer credentials are minimally disclosed — only name and title without linking to a full biography, which is insufficient for YMYL health content

Improvements

• Add a detailed biography page for Felix Gussone, MD and link it prominently from the medical review attribution to enhance E-E-A-T signals

• Include direct contact information (phone, email, or chat) on the page to improve trust signals

• Update prevalence statistics with more recent data (the Parva et al. 2018 study uses 2011-2012 NHANES data)

• Add an explicit disclosure acknowledging the commercial nature of the content and potential conflict of interest

• Ensure proper semantic HTML heading structure (H1, H2) is rendered and crawlable for better accessibility and SEO

• Consider adding patient testimonials or case studies to demonstrate real-world experience with the testing service

• Expand the FAQ to address pricing, turnaround times, and lab partner information

Strengths

• Strong institutional trust signals: publicly traded company, LegitScript certification, 2.4M+ customers

• Comprehensive, medically accurate content with 16 authoritative citations from NIH, WHO, and peer-reviewed journals

• Appropriate medical disclaimers integrated throughout the content

• Medical review attribution with publication date demonstrates editorial accountability

• Clear, accessible explanations of complex biomarkers suitable for general audience

• Structured data implementation (BreadcrumbList) aids search engine understanding

56

http://hims.com/learn/testosterone

48

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:51

Scores at a Glance

48	PQ Score	52	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	50	Trust	55	Content Effort	50	Originality
55	Skill	45	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page for Hims' testosterone treatment services, providing an overview of their offerings including personalized treatment plans, at-home lab testing, and access to healthcare providers. It also includes educational content about testosterone. • Rating Justification: This is a YMYL health page from a known telehealth company that provides some useful information about testosterone treatments. However, it lacks named medical authors, citations, and is primarily a commercial landing page. The FDA disclaimer about the product not being approved or evaluated is a significant concern. The page meets basic quality standards for a commercial health service page but falls short of the high standards required for YMYL medical content.

E-E-A-T

Overall	52
Experience	45
Expertise	55
Authoritativeness	60
Trust	50

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, established telehealth company with brand recognition, Includes regulatory disclaimer about FDA status, showing some transparency, References structured medical services (lab testing, care team, prescriptions), Has structured data and an About page on the site • Key Weaknesses: No named medical authors or credentials displayed on the page, No citations to peer-reviewed medical literature, No contact information on this specific page, Primarily promotional/commercial content rather than authoritative medical information, FDA disclaimer raises concerns about the regulatory status of promoted treatments • Trust Evidence: The page includes an important disclaimer: 'Testosterone Rx is not approved or evaluated for safety, effectiveness, or quality by the FDA. Not available in all 50 states.' This is a significant trust concern for a YMYL health page. No contact info is present on this page, no named authors, and the content is primarily promotional. The About page exists on the site. • Expertise Evidence: The page mentions personalized treatment plans, at-home lab testing, and references to specific medications (Enclomiphene, Tadalafil), indicating some medical knowledge. However, no named medical authors, credentials, or citations to peer-reviewed research are visible. The content appears to be marketing-oriented rather than clinically authored. • Experience Evidence: The page is a product/service landing page from Hims, a telehealth company. It references at-home lab testing and a Care Team, suggesting some operational experience in delivering testosterone-related healthcare services. However, no patient testimonials with verifiable detail or first-person clinical experience narratives are present in the extracted content. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The domain is established and the company is well-known in the DTC healthcare space. However, this specific page lacks citations, external endorsements, or links to authoritative medical sources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses testosterone replacement therapy, hormone health, erectile dysfunction, and prescription medications. These are medical topics that could significantly impact a person's physical health and safety. The page promotes specific prescription treatments (Enclomiphene, Tadalafil) and encourages users to seek these treatments through Hims. • Potential Harm: Users making health decisions based on this content could experience harm if they pursue inappropriate hormone treatments. The FDA disclaimer explicitly states the testosterone Rx is not approved or evaluated for safety, effectiveness, or quality by the FDA, which represents a significant potential health risk. Incorrect self-assessment of testosterone deficiency or inappropriate treatment could lead to serious health consequences. • Standards Required: YMYL health pages require the highest standards of E-E-A-T: named medical authors with verifiable credentials, citations to peer-reviewed research, clear disclosure of risks and side effects, regulatory compliance information, and transparent business practices. The page should clearly distinguish between educational content and promotional content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive topic coverage with clear navigation structure, Transparent pricing information ($99/mo starting), Includes important FDA disclaimer about product approval status, Covers multiple relevant subtopics (symptoms, testing, natural methods, safety, fertility) • Weaknesses: The extracted content is dominated by CSS/JavaScript code rather than substantive medical text, No visible citations or references to medical literature, No named healthcare providers or medical authors, The educational content appears to primarily serve as a funnel to the commercial service, Insufficient detail on risks, contraindications, and side effects of promoted treatments • Mc Description: The main content is a commercial landing page for Hims' testosterone treatment service. It includes a structured guide covering testosterone basics, Hims-specific treatment options (Enclomiphene + Tadalafil), pricing ($99/mo starting), lab testing, and related topics like ED and weight loss. The content serves dual purposes: educational information about testosterone and promotion of Hims' services.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has received significant press coverage in major publications including Forbes, WSJ, and health media'} • {'source': 'The company operates as a licensed telehealth provider with state-by-state medical licensing'} • {'source': 'Hims has an established brand presence since 2017 with millions of customers'}

Trust Analysis

Transparency: Partial transparency - the company is publicly traded and includes an FDA disclaimer, but the page lacks author attribution, medical review disclosure, and contact information. The commercial intent is clear but the limitations of the promoted treatments could be more prominently disclosed. • Trust Factors: Publicly traded company (NYSE: HIMS) with financial transparency requirements, Established telehealth brand with years of operation, Includes FDA disclaimer showing regulatory awareness, Has About page on the site, Structured data implementation shows technical investment, References to licensed healthcare providers and prescription requirements • Distrust Factors: No contact information on this specific page, No named medical authors or reviewers, Promotes FDA-unapproved treatments for the indicated use, No citations to supporting medical research, Commercial interest creates potential bias in health information presented, The 'Complete Guide' framing overstates the educational nature of what is primarily a sales page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'services': 'Direct-to-consumer telehealth and prescription services'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	Potentially misleading health claims about unapproved treatments • Insufficient prominence of FDA non-approval disclaimer
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original and purpose-built for the site, Professional design and structured content organization

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive in purpose or design - it clearly presents itself as a commercial telehealth service. However, there is mild informational deception in that the page is titled 'The Complete Guide' which implies neutral, comprehensive educational content, while it is primarily a commercial landing page for Hims' specific products. The FDA disclaimer is present but may not be sufficiently prominent relative to the promotional claims. The framing of unapproved treatments alongside educational content about testosterone could mislead users about the regulatory status of the treatments.

Harm Analysis

Severity: medium • Harm Details: The page promotes prescription testosterone treatments (Enclomiphene + Tadalafil) that are not FDA-approved for the indicated use. While a disclaimer exists, the promotional framing may lead users to underestimate the regulatory and safety concerns. The page title 'The Complete Guide' implies comprehensive, authoritative information but the content is primarily commercial. This could mislead users into pursuing treatments without fully understanding the risks or seeking appropriate in-person medical evaluation.

Ads Analysis

Ad Placement: The page has ads present but the primary commercial content is the Hims service itself - the entire page is essentially a commercial offering. Traditional third-party ads appear to be present but not dominant based on the page structure. • User Experience Impact: The commercial nature of the page is the primary content, so ads are integrated into the overall service promotion rather than being disruptive to a purely informational experience. The user experience appears designed around conversion to the Hims service.

Recommendations

Critical Issues

• No named medical authors or reviewers - critical for YMYL health content

• Promoting FDA-unapproved treatments without sufficiently prominent disclosure of this status

• No citations to supporting medical research for health claims made

Improvements

• Add named medical authors with verifiable credentials (MD, DO, endocrinologist) who reviewed the content

• Include citations to peer-reviewed medical literature supporting claims about testosterone treatments

• Make the FDA non-approval disclaimer more prominent - consider placing it at the top of the page rather than buried in the content

• Add a dedicated 'Medical Review' section disclosing who reviewed the content and when it was last updated

• Include more comprehensive risk and side effect information for Enclomiphene and Tadalafil

• Add contact information (phone, email, address) to the page

• Separate educational content from promotional content more clearly

• Include information about when users should seek in-person medical care rather than telehealth

Strengths

• Established, publicly traded company with legitimate telehealth operations

• Includes FDA disclaimer showing regulatory awareness

• Comprehensive topic structure covering multiple aspects of testosterone health

• Professional design and user experience

• Transparent pricing information

57

http://hims.com/lp/tt-start-testo-symp-calc

32

Confidence: 0.88

Needs Work

Analysed: 18 Jun 2026 05:52

Scores at a Glance

28	PQ Score	42	E-E-A-T Overall	30	Experience	35	Expertise
55	Authoritativeness	50	Trust	15	Content Effort	20	Originality
25	Skill	40	Accuracy	62	Reputation		

Page Quality

PQ Rating	low
PQ Score	28

PQ Analysis

Meets Purpose: True • Purpose Description: The page's commercial purpose is to capture paid search traffic and direct users to a low testosterone symptom assessment quiz as a lead generation tool for Hims telehealth services. • Rating Justification: This is a paid advertising landing page with extremely thin content (140 words), no H1, no author information, no medical expertise demonstrated, and a disclaimer that the tool is not a medical assessment. While it serves a narrow commercial purpose (funneling paid traffic to a symptom quiz), it provides almost no informational value and fails to meet the standards expected for YMYL health content.

E-E-A-T

Overall	42
Experience	30
Expertise	35
Authoritativeness	55
Trust	50

E-E-A-T Analysis

Key Strengths: Hims is a recognized, publicly traded telehealth brand, LegitScript pharmacy certification badge present, Comprehensive legal footer links including telehealth consent and consumer health data privacy • Key Weaknesses: No author or medical expert identified on the page, No substantive medical content or expertise demonstrated, Disclaimer explicitly states this is not a medical assessment, Extremely thin content (140 words), No contact information on the page itself • Trust Evidence: LegitScript certification badge is present. Legal pages (Terms, Privacy Policy, Telehealth Consent, Consumer Health Data Privacy Policy) are linked in the footer. However, no contact info, no author info, no medical reviewer, and the page is tagged noindex/nofollow indicating it is not intended for organic search. • Expertise Evidence: No medical author, credentials, or expert attribution is present on this page. The disclaimer explicitly states 'The symptoms assessment is not a medical assessment, and your responses will not be shared with a medical provider,' which undermines any claim of medical expertise. • Experience Evidence: No personal experience or patient testimonials are present on this landing page. The page is a minimal symptom assessment tool with almost no substantive content demonstrating lived experience with low testosterone. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with LegitScript approval visible in the footer, which provides some baseline authority. The brand is well-known in the men's health telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page addresses testosterone levels and associated health symptoms (energy, sex drive, muscle mass, mood), which are medical health topics. Users may make health decisions based on the quiz results or be directed toward medical treatments. • Potential Harm: Users may self-diagnose low testosterone based on a non-medical symptom quiz, potentially delaying proper medical evaluation or being funneled into purchasing treatments without appropriate clinical oversight. The disclaimer that responses won't be shared with a medical provider raises concerns about the clinical value of the tool. • Standards Required: YMYL health pages require high levels of expertise, authoritativeness, and trustworthiness. Medical content should be authored or reviewed by qualified healthcare professionals, include clear disclaimers, and not substitute for professional medical advice.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear single purpose and call-to-action, Honest disclaimer that the tool is not a medical assessment, Simple and easy to understand • Weaknesses: Extremely thin content with no educational value, No explanation of what low testosterone is or its clinical significance, No medical expertise or authorship, The 'calculator' label overstates the clinical utility of a symptom quiz, No H1 heading present, No meta description • Mc Description: The main content consists of a brief headline ('Could it be low T?'), a short description mentioning energy, sex drive, muscle mass, and mood as potential symptoms, a call-to-action button to check symptoms, and a disclaimer that the assessment is not medical. The actual quiz/calculator is a JavaScript-rendered interactive component (EscapeHatch: LowTCalculator) that collects height and other basic information.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS), providing public accountability and regulatory oversight'} • {'source': 'LegitScript certification badge displayed in footer, indicating pharmacy compliance verification'} • {'source': 'Hims is a well-known telehealth brand with significant media coverage and established market presence'} • {'source': 'Footer includes links to Telehealth Consent & Open Payments disclosure, indicating regulatory compliance awareness'}

Trust Analysis

Transparency: Moderate transparency — the disclaimer is honest about the non-medical nature of the assessment, and legal links are present. However, the page lacks author information, contact details, and any demonstration of medical expertise. • Trust Factors: Publicly traded company with regulatory obligations, LegitScript pharmacy certification, Comprehensive legal footer (Terms, Privacy, Telehealth Consent, Consumer Health Data Privacy), Established brand with significant market presence, Links to medical experts page on main site • Distrust Factors: No contact information on this specific page, No author or medical reviewer identified, Page tagged noindex/nofollow — not intended for organic discovery, Extremely thin content for a YMYL health topic, Disclaimer undermines the clinical value of the tool

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'certification': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_tool
Ads Present	Yes

Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Extremely thin content typical of paid advertising landing pages, URL structure with tracking parameters (utm_source, gclid, gbraid) confirms paid traffic destination

Deception Analysis

Severity: minor • Deception Details: The term 'Low T Calculator' is somewhat misleading as it implies clinical measurement capability that the tool does not possess — it is a symptom questionnaire, not a calculator of testosterone levels. However, the disclaimer explicitly clarifies this limitation. The deception is minor and partially self-corrected by the disclaimer.

Harm Analysis

Severity: low • Harm Details: The page labels a basic symptom questionnaire as a 'Low T Calculator,' which implies a level of clinical precision that the tool does not have. The disclaimer acknowledges it is not a medical assessment. This framing could mislead users into believing they have received a meaningful clinical evaluation of their testosterone levels when they have not. However, the disclaimer does mitigate this risk somewhat.

Ads Analysis

Ad Placement: The page itself is an advertising landing page (paid search destination), not a page containing third-party ads. The 'Has Ads: True' flag likely refers to tracking/advertising infrastructure (GTM, Google Ads parameters in URL) rather than display ads on the page. • User Experience Impact: The page is a clean, minimal landing page without intrusive ad placements. The commercial intent is transparent as the entire page is a lead generation tool for Hims services.

Recommendations

Critical Issues

• YMYL health content with no medical authorship or expertise demonstrated — fails core E-E-A-T requirements for health topics

• Extremely thin content (140 words) for a health topic that warrants comprehensive, expert-reviewed information

Improvements

• Add substantive educational content about low testosterone — symptoms, causes, when to see a doctor — to provide genuine value to users

• Include medical author or reviewer credentials with name, qualifications, and review date

• Add an H1 heading and meta description for basic SEO and content structure

• Provide contact information or a clear path to speak with a medical professional

• Rename the tool to 'Low T Symptom Assessment' or similar to accurately reflect its non-clinical nature and reduce misleading framing

• Add clinical references or evidence base for the symptom list used in the assessment

Strengths

• Hims is a reputable, publicly traded telehealth company with established brand authority

• LegitScript pharmacy certification provides third-party trust signal

• Honest disclaimer clarifying the tool is not a medical assessment

• Comprehensive legal footer with telehealth consent and privacy disclosures

58 http://hims.com/medical-experts/craig-primack-md N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:59

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

59 http://hims.com/mental-health 52

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 06:01

Scores at a Glance

52	PQ Score	55	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	55	Trust	55	Content Effort	50	Originality
60	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to market and convert visitors to Hims' online mental health services for men, including psychiatric medication management. It successfully communicates the service offering, lists available medications, addresses common questions via FAQ, and provides crisis resources. It meets its commercial purpose adequately. • Rating Justification: This is a YMYL health page from a legitimate, publicly traded telehealth company. The page serves a clear commercial purpose (converting visitors to paying customers for online mental health services) and includes some responsible health disclosures (crisis resources, medication safety info, limitations of online treatment). However, it falls short of high/highest quality standards for a YMYL health page due to: absence of named/credentialed providers, no clinical citations, limited substantive health information (primarily a product/service listing page rather than an informational resource), and the commercial nature dominates over patient education. The page is not harmful or deceptive, but it does not demonstrate the depth of E-E-A-T required for highest-quality YMYL health content.

E-E-A-T

Overall	55
Experience	45
Expertise	55
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Publicly traded, regulated telehealth company with established brand reputation, Includes crisis resources (741-741 text line, 911) for users in distress, Explicitly discloses limitations (no controlled substances, not all conditions treated), Lists specific medications with safety information links, HIPAA compliance mentioned, Structured data (FAQPage, BreadcrumbList) implemented • Key Weaknesses: No named medical professionals, authors, or clinical reviewers identified on the page, No contact information visible on this specific page, No about page link detected in page structure, No patient testimonials or clinical outcome data, No citations to peer-reviewed research supporting treatment claims, Claim 'clinically proven psychiatry medications' is vague without supporting evidence links • Trust Evidence: Positive trust signals include: crisis resources (Crisis Text Line 741-741, 911 emergency), explicit disclosure that controlled substances (Adderall, Xanax, Valium) are not available, HIPAA compliance mention, 'Important safety information' links per medication, and transparent pricing mention ($49/mo). Negative signals include: no contact information on this page, no named providers, no about page link visible, ads present, and no author/editorial credentials displayed. • Expertise Evidence: The page lists specific FDA-approved psychiatric medications (Bupropion XL, Buspirone HCl, Citalopram, Duloxetine, Escitalopram, Fluoxetine, Sertraline, Venlafaxine) with their brand-name equivalents, includes 'Important safety information' links, and references HIPAA compliance. However, no named medical professionals, editorial board, or clinical reviewers are identified on this page. No author information is present. • Experience Evidence: The page is a commercial telehealth service landing page for Hims, a publicly traded company (NYSE: HIMS). There is no first-person patient experience, no case studies, and no testimonials visible in the extracted content. The page references 'licensed providers' and 'independent physicians' but does not name or credential any specific clinicians. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant media coverage and brand recognition. The domain hims.com is well-established. The page includes structured data (BreadcrumbList, FAQPage), references licensed healthcare providers, and mentions HIPAA standards. The company is regulated as a telehealth platform. However, the page itself lacks citations to clinical studies or external authoritative sources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves mental health care, psychiatric medication prescribing, and online medical treatment. Users visiting this page may make decisions about their mental health treatment based on the information presented. Mental health is explicitly listed in Google's YMYL health and safety category. The page promotes prescription psychiatric medications and online medical consultations. • Potential Harm: Users with serious mental health conditions (depression, anxiety disorders) could make treatment decisions based on this page. Inadequate information about medication risks, contraindications, or the limitations of online psychiatric care could lead to harm. Users in crisis need accurate, immediate resources. The page does include crisis resources and some safety disclosures, mitigating some risk. • Standards Required: Highest E-E-A-T standards apply. The page should ideally feature named, credentialed medical professionals, clinical evidence for treatment approaches, comprehensive safety information, clear disclosure of the company's medical oversight structure, and transparent information about provider qualifications. As a commercial service page rather than a clinical information page, some of these standards are partially met through the service structure rather than the page content itself.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate

Length Adequate	No

MC Analysis

Strengths: Clear value proposition and service description, Specific medication listings with generic/brand name equivalents, FAQ section addresses genuine user concerns about insurance, treatment types, and medication delivery, Crisis resources prominently included (741-741 text line, 911), Transparent disclosure about what conditions cannot be treated online, Explicit statement that controlled substances are not available through the platform • Weaknesses: Very thin substantive health content for a YMYL mental health page, No information about provider qualifications or how providers are vetted, No clinical evidence or outcome data supporting the treatment approach, Symptom descriptions are oversimplified and primarily serve as conversion funnels, No information about what happens during a consultation or what to expect from treatment, Missing information about medication side effects beyond a link to 'Important safety information', No content addressing when online mental health care is NOT appropriate beyond a brief FAQ mention, The 1001-word count is largely CSS/code; actual readable content is much less • Mc Description: The main content is a commercial landing page for Hims' online mental health services targeting men. It includes: a hero section with key value propositions (licensed providers, 100% online, $49/mo starting price), symptom category cards (anxiety, burnout, financial stress, lack of motivation), a medication carousel listing 7 generic psychiatric medications with safety info links, an FAQ section with 4 questions, crisis resources, and a call-to-action section. The page is primarily a service marketing page rather than a health information resource.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting requirements and public financial disclosure'} • {'source': 'Hims is a well-known telehealth brand with significant media coverage in major publications (Forbes, WSJ, TechCrunch, etc.)'} • {'source': 'The company operates under telehealth regulations and HIPAA compliance standards as disclosed on the page'} • {'source': 'Hims has been subject to FTC scrutiny and regulatory oversight as a telehealth provider, indicating it operates in a regulated space'} • {'source': 'The platform references independent licensed physicians and HIPAA-compliant infrastructure, consistent with regulated telehealth operations'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and subject to regulatory oversight, which provides external accountability. The page discloses key limitations of the service, pricing, and crisis resources. However, the page lacks transparency about specific provider credentials, the clinical oversight structure, and the evidence base for their treatment approach. No named individuals (medical directors, providers, or content authors) are identified. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory oversight and public financial disclosure, HIPAA compliance explicitly mentioned, Crisis resources (741-741, 911) included, showing responsible health communication, Explicit disclosure of platform limitations (no controlled substances, not all conditions treated), Medications listed are all legitimate FDA-approved generics, Safety information links provided for each medication, Structured data and professional technical implementation, Copyright notice and legal links (Terms, Privacy Policy, Telehealth Consent) present in footer, Transparent pricing mentioned ($49/mo) • Distrust Factors: No contact information visible on this specific page, No named medical professionals or clinical reviewers identified, No about page link detected in page structure metadata, Ads present on a health/medical page, No author information for any content, No clinical citations or evidence-based references, Commercial conversion focus dominates over patient education

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'named_individuals': 'None identified on this page', 'regulatory_status': 'HIPAA-compliant telehealth provider'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original to the Hims brand, Page serves a legitimate commercial purpose, No keyword stuffing or manipulative SEO patterns detected in visible content, Structured data is appropriate and not manipulative

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial landing page for a telehealth service. The purpose (selling online mental health services) is clear and not hidden. The page does not misrepresent the nature of the service. Limitations are disclosed (not all conditions treatable online, no controlled substances). The commercial intent is transparent. The claim 'clinically proven psychiatry medications' refers to the medications themselves (which are FDA-approved), not the online delivery model, which is a minor potential ambiguity but not deceptive. Pricing is disclosed upfront.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. It includes responsible disclosures: crisis resources for users in distress, explicit limitations on what conditions can be treated online, disclosure that controlled substances are not available, and 'Important safety information' links for each medication. The commercial nature of the page (promoting a paid service) is transparent. The medications listed are all FDA-approved generics for legitimate psychiatric conditions. No false or dangerous medical claims are made.

Ads Analysis

Ad Placement: Ads are present on the page as indicated in the page structure metadata. The specific placement and nature of ads cannot be fully determined from the extracted content, but no obstructive ad patterns (interstitials, pop-ups blocking content) are evident from the page structure. • User Experience Impact: The presence of ads on a mental health service page is somewhat incongruous and may slightly reduce trust for users seeking health information. However, as a commercial telehealth platform, some advertising presence is expected. The ads do not appear to obstruct the main content based on available information.

Recommendations

Critical Issues

• No named medical professionals or clinical reviewers identified on a YMYL health page - this is the most significant E-E-A-T gap for a mental health/psychiatric medication service

• No contact information visible on the page - critical for a health service where users may have urgent questions or concerns

Improvements

• Add named, credentialed medical professionals (e.g., Medical Director, clinical advisory board) with verifiable credentials to the page

• Include clinical evidence or links to peer-reviewed research supporting the effectiveness of the treatment approach

• Add a visible contact information section (phone, email, or chat) to improve trust signals

• Expand the FAQ section to address medication safety, side effects, and what to expect during treatment more comprehensively

• Add patient outcome data or clinical statistics (with appropriate sourcing) to support efficacy claims

• Include information about provider vetting process and qualifications

• Add an 'About' section or prominent link explaining the company's medical oversight structure

• Consider adding a medical review disclosure (e.g., 'Medically reviewed by [Name], MD') to content sections

• Provide more detailed information about the consultation process so users know what to expect

Strengths

• Responsible inclusion of crisis resources (Crisis Text Line 741-741 and 911) prominently on a mental health page

• Transparent disclosure of service limitations (no controlled substances, not all conditions treatable online)

• Legitimate, publicly traded company with regulatory oversight providing external accountability

• Specific medication listings with safety information links demonstrate attention to pharmaceutical accuracy and regulatory compliance

• Clear, transparent pricing ($49/mo) reduces information asymmetry for potential patients

60 http://hims.com/premature-ejaculation/sertraline-for-pe 47

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:54

Scores at a Glance

48	PQ Score	46	E-E-A-T Overall	35	Experience	45	Expertise
55	Authoritativeness	50	Trust	40	Content Effort	45	Originality
42	Skill	55	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to convert visitors into Hims PE treatment subscribers by presenting available prescription treatment options, explaining the process, and answering common questions. It partially meets this purpose as a commercial landing page but does not adequately serve users seeking specific information about sertraline for PE as indicated by the URL. • Rating Justification: This is a commercial product/service landing page for a legitimate, publicly traded telehealth company. It provides basic information about PE treatments, includes an FAQ section, and references clinical studies. However, it lacks named medical authorship, has no H1/H2 headings, the content is relatively thin (1475 words with significant CSS/JS bloat), and the URL suggests sertraline-specific content that is not delivered. For a YMYL health topic, these gaps prevent a higher rating. The page meets basic commercial landing page standards but falls short of high-quality health content standards.

E-E-A-T

Overall	46
Experience	35
Expertise	45
Authoritativeness	55
Trust	50

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, well-known telehealth brand with established reputation, Includes FDA disclaimer for compounded drugs showing some regulatory transparency, Structured data implemented correctly (FAQPage, BreadcrumbList), References clinical studies with source citations (though truncated), Mentions licensed medical providers in all 50 states • Key Weaknesses: No named medical author or reviewer credited on the page, No H1 or H2 headings — poor content structure for a health/medical page, No visible contact information on the page, Study citations are truncated and not fully accessible, Page URL suggests sertraline-specific content but page appears to be a general PE treatment landing page — potential mismatch, No about page link visible in page structure, Lacks detailed clinical information about sertraline specifically despite URL suggesting that focus • Trust Evidence: The page includes a disclaimer about compounded drugs not being FDA-approved, which is a positive transparency signal. Structured data (BreadcrumbList, FAQPage) is implemented. The site has Terms & Conditions, Privacy Policy, and Consumer Health Data Privacy Policy links in the footer. However, no contact information, no named authors, no about page link, and no visible medical review disclosures are present on this page. • Expertise Evidence: The page mentions licensed medical providers in all 50 states with telehealth expertise in men's sexual health. It correctly notes that no FDA-approved PE treatment exists and that medications are used off-label. It references specific medications (sertraline, sildenafil, tadalafil, fluoxetine) with some clinical context. However, no named medical authors, credentials, or detailed clinical explanations are provided on this specific page. • Experience Evidence: No personal patient experiences or testimonials from real users are visible in the extracted content. The page references studies (e.g., a study on 157 patients with PE) but does not demonstrate first-hand clinical or patient experience. The service claims licensed medical providers but no individual provider profiles or bios are shown on this page. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The breadcrumb and structured data confirm it is an established domain. The company has received press coverage and operates at scale. However, this specific product page lacks citations to peer-reviewed literature beyond brief footnotes, and no named medical reviewers are credited.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to prescription medications (sertraline, sildenafil, tadalafil, fluoxetine, compounded drugs) for a medical condition (premature ejaculation). It involves decisions about prescription drug use, which directly impacts physical health and safety. Users may make health decisions based on this content. • Potential Harm: Users could make uninformed decisions about prescription medications without adequate understanding of contraindications, side effects, or drug interactions. The page promotes off-label use of antidepressants (sertraline/fluoxetine) and PDE5 inhibitors without detailed safety information visible on the page. Compounded drugs carry additional risks as noted in the FDA disclaimer. • Standards Required: Highest YMYL standards apply: named medical authorship with credentials, comprehensive safety information, clear disclosure of risks and side effects, evidence-based claims with full citations, transparent business practices, and clear separation between commercial intent and medical information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear commercial purpose with pricing information, FAQ section addresses common user questions, Includes disclaimer about compounded drugs and FDA status, References clinical studies to support product claims, Structured data enhances search appearance • Weaknesses: No H1 or H2 headings — critical structural failure for a health content page, URL promises sertraline-specific content but page is a general PE treatment catalog, No side effect or contraindication information for any medication, Actual informational text is very thin relative to total page weight, No named medical professional reviewing or authoring the content, Study citations are truncated and not fully readable, Does not satisfy a user specifically searching for sertraline information for PE • Mc Description: The main content consists of a product listing page for PE treatments offered by Hims, including Sex Rx + Climax Control, Sildenafil, Tadalafil, and Clockstopper Wipes, followed by a brief FAQ section covering basic questions about PE and the Hims service. There are links to educational articles about PE.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has received extensive press coverage in major publications including Forbes, TechCrunch, and health media'} • {'source': 'The company operates in all 50 US states with licensed medical providers, indicating regulatory compliance'} • {'source': 'Hims has an established consumer brand with significant user base and app store presence'} • {'source': 'The site links to Terms & Conditions, Privacy Policy, and Consumer Health Data Privacy Policy'}

Trust Analysis

Transparency: Moderate transparency at the company level (public company, legal disclosures) but low transparency at the page level (no named authors, no medical reviewers, no safety information, no contact details). The FDA disclaimer for compounded drugs is a positive signal but insufficient for a comprehensive health page. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory and financial transparency obligations, Established telehealth brand with significant market presence since 2017, Includes FDA disclaimer for compounded drugs, Links to legal/privacy documentation in footer, Requires prescription for medications — not selling OTC without medical oversight, Licensed medical providers in all 50 states, Structured data and professional site architecture • Distrust Factors: No named medical author or reviewer on this specific page, No contact information visible on the page, No about page link in page structure, URL-content mismatch (sertraline URL, general PE page content), No side effect or safety information for promoted medications, Marketing-first presentation of prescription medications, Ads present on a health/medical page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'coverage': 'All 50 US states', 'service_type': 'Telehealth platform', 'stock_ticker': 'NYSE: HIMS', 'medical_staff': 'Licensed medical providers in all 50 states'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_url_content_mismatch • incomplete_medical_safety_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original marketing copy for a legitimate business, No keyword stuffing or manipulative SEO patterns detected in visible content, Professional site architecture with proper structured data

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive but contains informational gaps that could mislead users. The URL (sertraline-for-pe) creates an expectation of sertraline-specific content that is not fulfilled — users searching for sertraline information will find a general PE product catalog instead. Marketing language for medications (e.g., 'boost endurance,' 'last longer') without accompanying safety information presents an incomplete picture. The claim that treatments are 'doctor-trusted' is a marketing assertion without specific clinical backing on the page. These are minor informational issues rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading due to the URL-content mismatch (URL suggests sertraline-specific content, page delivers general PE treatment catalog). More significantly, the page promotes prescription medications including off-label antidepressants (sertraline, fluoxetine) without providing any safety information, contraindications, or side effect disclosures on the page itself. While a prescription process is required, the marketing-first presentation of psychiatric medications for sexual performance without safety context could lead users to underestimate risks. This is not actively harmful but represents incomplete information for a YMYL health topic.

Ads Analysis

Ad Placement: The page itself is primarily a commercial product page for Hims services, so the 'ads' are largely the page's own product promotions rather than third-party advertising. The structured nature of the product listings (Sex Rx, Sildenafil, Tadalafil, Wipes) with pricing and CTAs is standard e-commerce/telehealth presentation. • User Experience Impact: The commercial nature of the page is clear and the product listings do not obstruct the informational FAQ content. However, the heavy commercial focus means the page prioritizes conversion over user education, which is a concern for a YMYL health topic.

Recommendations

Critical Issues

• YMYL health page promoting prescription medications (including off-label antidepressants) with no safety information, contraindications, or side effect disclosures — this is a significant gap that could harm users

• No named medical author or reviewer — fails basic E-E-A-T requirements for YMYL health content per Google's Search Quality Rater Guidelines

• URL-content mismatch: /sertraline-for-pe URL delivers a general PE product catalog, not sertraline-specific information — misleads users and search engines

Improvements

• Add named medical author/reviewer with credentials and license information to establish E-E-A-T for this YMYL health page

• Align page content with URL — either create sertraline-specific content (mechanism of action, dosing, efficacy data, side effects) or change the URL to reflect the general PE treatment catalog

• Add H1 and H2 headings to improve content structure and accessibility

• Include comprehensive safety information for each medication (side effects, contraindications, drug interactions, warnings) — this is essential for a page promoting prescription medications

• Expand clinical study citations with full references and links to source studies

• Add visible contact information (phone, email, or chat) on the page

• Include a link to the About page and medical team page from this content page

• Add patient testimonials or real-world outcome data with appropriate disclaimers

• Provide clearer distinction between FDA-approved medications and compounded/off-label treatments with associated risk information

Strengths

• Hims is a publicly traded, established telehealth company with strong brand authority and regulatory compliance

• Includes FDA disclaimer for compounded drugs demonstrating some regulatory transparency

• Properly implemented structured data (FAQPage, BreadcrumbList) enhances search appearance

• Requires prescription process for medications, providing a safety gate for users

• Professional site design with responsive images and clear commercial funnel

61 http://hims.com/privacy-policy 72

Confidence: 0.82 Should Rank Analysed: 18 Jun 2026 05:51

Scores at a Glance

74 PQ Score	68 E-E-A-T Overall	55 Experience	70 Expertise
75 Authoritativeness	72 Trust	82 Content Effort	65 Originality
78 Skill	75 Accuracy	78 Reputation	

Page Quality

PQ Rating	high
PQ Score	74

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as the official privacy policy for Hims & Hers Health, Inc., informing users about data collection, use, disclosure, retention, and their rights regarding personal and sensitive health information across the company's telehealth platform. • Rating Justification: This is a legitimate, detailed privacy policy from a publicly traded telehealth company. It fulfills its stated purpose comprehensively, covering data collection, use, disclosure, user rights, and regulatory compliance. The content is substantive (7,585 words), legally informed, and transparent about data practices including sensitive data sales. It falls short of 'highest' due to the absence of structured data, no general contact info on the page, a potentially erroneous future 'last updated' date, and the presence of ads on a privacy policy page.

E-E-A-T

Overall	68
Experience	55
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: Comprehensive coverage of data categories including sensitive health, biometric, and sexual orientation data, Explicit disclosure that sensitive personal data may be sold, satisfying state law transparency requirements, References to specific regulatory frameworks (HIPAA, COPPA, CCPA/CPRA) with nuanced explanations, Named Privacy Officer and physical mailing address provided, Third-party analytics and advertising partners listed with opt-out links • Key Weaknesses: No named author or legal counsel credited for the document, No contact phone number or general customer service contact provided on this page, Lacks structured data markup that would help search engines understand the document, The 'Last updated' date of March 26, 2026 appears to be a future date relative to typical publication, which may indicate a drafting artifact or error • Trust Evidence: The policy provides a physical address, a dedicated privacy email, a named Privacy Officer, a 'Last updated' date, and links to third-party privacy notices. It discloses data sales of sensitive personal information explicitly, which is a legally required transparency measure. However, no author name is listed and contact info is limited to privacy-specific channels. • Expertise Evidence: The document demonstrates legal and compliance expertise: it addresses HIPAA business associate status, COPPA considerations, California Privacy Rights (CCPA/CPRA), state-specific sensitive data rules, biometric data handling, and de-identification standards. The language is precise and legally informed. • Experience Evidence: The policy is written from the perspective of an operating company (Hims & Hers Health, Inc.) with real-world experience handling health data, telehealth services, pharmacies, and medical groups. It references actual operational contexts such as electronic medical records, provider relationships, and prescription fulfillment. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) operating a regulated telehealth platform. The policy references a physical mailing address, a dedicated Privacy Officer, and specific regulatory frameworks, lending institutional authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This privacy policy governs a telehealth platform that collects highly sensitive personal information including health data, biometric information, sexual orientation, government IDs, and medical records. The handling of this data directly affects users' health privacy, financial security (payment data), and personal safety. Misrepresentation or inadequacy in this policy could cause serious harm. • Potential Harm: Inadequate or misleading privacy disclosures could result in unauthorized use of sensitive health data, exposure of sexual orientation or medical conditions, financial fraud through mishandled payment data, and violations of users' legal privacy rights under HIPAA, CCPA, and other laws. • Standards Required: Highest standards of legal accuracy, transparency, and completeness are required. The policy must accurately reflect actual data practices, comply with applicable federal and state laws, and be written in a way users can understand their rights and risks.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major privacy policy components required by US law, Explicit and transparent disclosure of sensitive data sales for advertising, including health and sexual orientation data, Detailed breakdown of data categories using structured tables, Specific third-party advertising partners listed with links to their privacy policies and opt-out mechanisms, Clear instructions for minor information removal requests with specific contact details • Weaknesses: No H2 headings used in HTML structure despite the content having clear sections, reducing navigability, Future 'last updated' date (March 26, 2026) is potentially erroneous and undermines document credibility, No images, diagrams, or visual aids to help users understand complex data flows, Ads present on a privacy policy page is unusual and potentially inappropriate for the context • Mc Description: The main content is a comprehensive privacy policy covering: introduction and scope, minor user protections, protected health information distinctions, categories of personal data collected (including sensitive data), automatic data collection and cookies, data use purposes with category tables, third-party disclosures including advertising partners, user controls and rights, data retention, transaction handling, jurisdictional issues, California privacy rights, and contact information for privacy requests.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing public financial accountability'} • {'source': 'The company operates a regulated telehealth platform subject to state medical board oversight and pharmacy regulations'} • {'source': 'Physical mailing address and dedicated Privacy Officer email provided in the policy'} • {'source': 'References to compliance with HIPAA, CCPA/CPRA, and other federal/state privacy laws'} • {'source': 'Third-party advertising partners (Google, Meta, X) listed with verifiable privacy policy links'}

Trust Analysis

Transparency: The policy is notably transparent about data practices that many companies obscure, including the explicit notice that sensitive personal data including health information and sexual orientation may be sold to advertising partners. This level of disclosure, while potentially alarming to users, reflects genuine transparency about actual practices. • Trust Factors: Publicly traded company with SEC reporting obligations, Physical address and Privacy Officer contact provided, Explicit disclosure of sensitive data sales as required by law, References to established regulatory frameworks (HIPAA, CCPA), Third-party partners identified with opt-out mechanisms, About page exists on the website • Distrust Factors: No general customer service contact information on this page, No named legal author or counsel for the document, Future 'last updated' date (March 26, 2026) raises questions about document accuracy, Presence of ads on a privacy policy page is unusual, No structured data markup to verify organizational identity

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'address': '2269 Chestnut Street, #523, San Francisco, CA 94123', 'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Digital Health', 'stock_exchange': 'NYSE: HIMS', 'privacy_officer_email': 'privacy@forhers.com'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward privacy policy with no deceptive design patterns, hidden content, or misleading information. The policy is unusually transparent about sensitive data sales. The potentially erroneous future 'last updated' date could be considered a minor accuracy issue but does not appear to be intentionally deceptive.

Harm Analysis

Severity: none • Harm Details: The page itself is a privacy policy disclosure document and does not contain harmful content. However, the disclosed practice of selling sensitive personal data including health information and sexual orientation data to advertising partners, while legally disclosed, represents a data practice that could be considered harmful to user privacy interests. This is a disclosed practice, not a deceptive one, so it does not constitute misleading content on the page itself.

Ads Analysis

Ad Placement: Ads are reported as present on the page. The specific placement is not described in the page structure data, but ads on a privacy policy page are generally considered inappropriate as this is a legal disclosure document that users need to read carefully. • User Experience Impact: The presence of ads on a privacy policy page is unusual and potentially distracting. It may undermine user trust in the document's neutrality and could interfere with users' ability to read and understand their privacy rights. This is a minor negative signal for page quality.

Recommendations

Critical Issues

• The 'Last updated' date of March 26, 2026 appears to be a future date, which is a credibility concern that should be investigated and corrected immediately

• The explicit disclosure of selling sensitive health data and sexual orientation information to advertising partners, while legally compliant, may expose the company to reputational risk and potential regulatory scrutiny under emerging state health privacy laws (e.g., Washington My Health MY Data Act)

Improvements

• Correct the 'Last updated' date of March 26, 2026 if this is a future/erroneous date, as it undermines document credibility

• Add proper H2 HTML heading tags to match the visible section structure, improving both accessibility and SEO

• Implement structured data markup (Organization schema) to help search engines verify the company identity

• Add a general customer service contact option (phone or chat) in addition to the privacy-specific email

• Consider removing or minimizing ads on the privacy policy page, as their presence is inappropriate for a legal disclosure document

• Add a table of contents with anchor links to improve navigation of this lengthy document

• Consider adding a plain-language summary section at the top for users who cannot parse dense legal text

Strengths

• Exceptional transparency about sensitive data sales including health and sexual orientation data, exceeding typical industry disclosure standards

• Comprehensive coverage of all major US privacy regulatory frameworks (HIPAA, CCPA/CPRA, COPPA) with nuanced explanations

• Detailed third-party advertising partner disclosure with direct links to opt-out mechanisms

• Well-organized use of tables for data use purposes and third-party partners

• Specific and actionable instructions for minor information removal requests with multiple contact options

62

http://hims.com/psychiatry/escitalopram

52

Confidence: 0.78

Needs Work

Analysed: 18 Jun 2026 05:56

Scores at a Glance

52	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	55	Content Effort	50	Originality
58	Skill	62	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for Hims' online psychiatry service offering escitalopram (generic Lexapro). It aims to convert visitors into customers by explaining the medication and encouraging them to start a free assessment. It partially meets informational needs but is primarily transactional. • Rating Justification: This is a YMYL health page for a prescription psychiatric medication. It meets basic quality standards: it has a medical reviewer, accurate safety information, and relevant content about escitalopram. However, it falls short of high/highest standards due to: a factual error in the mechanism description, lack of external citations, no detailed author credentials, primarily commercial intent, and limited depth of medical information compared to what a patient making a treatment decision would need. It is not harmful or deceptive, but it is not a comprehensive, authoritative medical resource.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Medical reviewer credited with credentials (Sylvia Valadez, MSN, APRN, FNP-BC), Accurate drug interaction and contraindication information provided, Crisis resources (741-741, 911) included for user safety, Transparent disclosure of prescription requirement and platform limitations, Publicly traded company with regulatory oversight • Key Weaknesses: No author bio page or detailed credentials for the medical reviewer, Factual error: mechanism section incorrectly references 'citalopram' instead of 'escitalopram', No external citations or links to clinical studies or authoritative medical sources, No contact information or About page detected, Self-reported outcome statistics with limited scientific validity, Primary purpose is commercial conversion, not patient education • Trust Evidence: The page includes important safety information, crisis text line resources (741-741), emergency instructions (911), and disclaimers about prescription requirements. It discloses that controlled substances are not available. Medical review attribution is present. However, no contact information, no About page link, and no author bio page are detected. The page is primarily a product/service landing page with a commercial purpose. • Expertise Evidence: Medical reviewer credentials (MSN, APRN, FNP-BC) are mentioned at the bottom of the page. The content accurately describes escitalopram's mechanism of action, FDA-approved indications, drug interactions (MAOIs, serotonin syndrome), contraindications, and side effects. However, there is a factual error: the mechanism section refers to 'citalopram' instead of 'escitalopram' when describing how neurons reabsorb serotonin. • Experience Evidence: The page references a medical reviewer (Sylvia Valadez, MSN, APRN, FNP-BC) but provides no detailed author bio, no patient experience narratives, and no clinical case examples. The '75% feel better' statistic is based on self-reported customer data from 2021-2022, which is disclosed but limited in scientific rigor. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The page is on the official hims.com domain. The company operates a licensed telehealth platform with vetted healthcare providers. However, no external citations, clinical references, or links to authoritative medical sources (e.g., FDA, NIH) are provided on this page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns a prescription psychiatric medication (escitalopram/Lexapro) used to treat major depressive disorder and generalized anxiety disorder. It provides medical information about drug interactions, contraindications, side effects, and dosing, and facilitates the purchase and prescription of a controlled pharmaceutical product. This is unambiguously YMYL under the health and safety category. • Potential Harm: Incorrect or incomplete medical information could lead users to take an inappropriate medication, miss dangerous drug interactions (e.g., MAOI + escitalopram causing serotonin syndrome), or discontinue medication improperly. The factual error (citalopram vs. escitalopram in mechanism description) is a minor but real accuracy concern. Vulnerable users with depression or anxiety are the target audience. • Standards Required: Highest E-E-A-T standards apply. Content should be written or reviewed by licensed medical professionals with verifiable credentials, cite authoritative sources, be free of factual errors, and provide comprehensive safety information. The page partially meets but does not fully satisfy these standards.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear explanation of what escitalopram is and its FDA-approved uses, Comprehensive list of common and serious side effects, Drug interaction warnings including MAOI serotonin syndrome risk, Contraindication list for who should not take the medication, Crisis resources prominently included • Weaknesses: Missing FDA black box warning about suicidality in young adults — a critical omission for an SSRI product page, Factual error: 'citalopram' used instead of 'escitalopram' in mechanism description, No information about typical treatment duration, tapering, or discontinuation syndrome, No links to external authoritative sources (FDA label, clinical guidelines), Content is insufficient in depth for a YMYL prescription medication page, Heavy commercial framing with multiple CTAs interrupts informational flow • Mc Description: The main content is a product landing page for escitalopram (generic Lexapro) offered through Hims' online psychiatry platform. It includes a brief drug overview, mechanism of action, FDA-approved uses, drug interactions, contraindications, side effects, dosing information, and a FAQ section. It is interspersed with multiple CTAs ('Get started', 'Start a free assessment').

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting and regulatory oversight'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'The company has received significant press coverage in major financial and health media outlets'} • {'source': 'Hims has been subject to FTC scrutiny and regulatory attention regarding telehealth advertising practices'}

Trust Analysis

Transparency: Partial transparency. The company is publicly identifiable and the medical reviewer is named. However, the page lacks contact information, detailed reviewer credentials, external citations, and the critical FDA black box warning. The commercial purpose is clear but the balance between selling and informing is skewed toward conversion. • Trust Factors: Publicly traded company with regulatory accountability, Medical reviewer credited with professional credentials, Prescription requirement enforced — medication not sold without consultation, Crisis resources (741-741, 911) included, Transparent disclosure of platform limitations (no controlled substances), Structured data and breadcrumb navigation indicate legitimate site architecture, Disclaimers about self-reported outcome data • Distrust Factors: No contact information visible on the page, No About page link detected, No detailed author/reviewer bio page, No external citations or links to authoritative medical sources, Missing FDA black box warning for SSRIs, Factual error in drug mechanism description, Heavy commercial intent may bias information presentation, Self-reported outcome statistics presented prominently without adequate context

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'platform_type': 'Licensed telehealth platform', 'medical_reviewer': 'Sylvia Valadez, MSN, APRN, FNP-BC'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The commercial purpose is transparent, the prescription requirement is clearly stated, and the platform limitations are disclosed. The '75% feel better' statistic includes a footnote explaining its methodology and limitations. The factual error (citalopram vs. escitalopram) appears to be an editorial oversight rather than intentional deception.

Harm Analysis

Severity: low • Harm Details: The page does not contain intentionally harmful content. The factual error (citalopram vs. escitalopram) and the missing black box warning about suicidality in young adults are concerning omissions for a YMYL health page, but they do not rise to the level of deliberate harm or deception. The page appropriately requires a prescription and medical consultation before dispensing medication.

Ads Analysis

Ad Placement: The page has ads flagged but the primary commercial content is the Hims service itself — the page is essentially a product/service landing page. Multiple CTAs ('Get started', 'Start a free assessment') function as internal conversion elements rather than third-party advertisements. • User Experience Impact: The multiple CTAs interrupt the informational flow and may make it harder for users to find purely educational content. However, they do not obstruct the main content and the page remains navigable.

Recommendations

Critical Issues

• Missing FDA black box warning for SSRIs regarding suicidality in young adults — this is a regulatory requirement and a serious patient safety omission

• Factual error: mechanism section incorrectly names 'citalopram' instead of 'escitalopram', which could confuse patients about which medication they are taking

Improvements

• Add the FDA black box warning about increased risk of suicidal thoughts and behaviors in children, adolescents, and young adults (under 25) taking antidepressants — this is a legally required warning and a critical safety omission

• Correct the factual error: replace 'citalopram' with 'escitalopram' in the mechanism of action section

• Add a dedicated author/reviewer bio page for Sylvia Valadez, MSN, APRN, FNP-BC with full credentials, licensure information, and professional background

• Include external citations to authoritative sources such as the FDA drug label, NIH MedlinePlus, or peer-reviewed clinical trials

• Add contact information (phone, email, or support chat) to improve trust signals

• Add information about discontinuation syndrome and the importance of tapering when stopping escitalopram

• Include information about typical treatment duration and what to expect during the first weeks of treatment

• Add an About page link in the footer or navigation to provide company background and medical team information

Strengths

• Medical reviewer credited with professional credentials (MSN, APRN, FNP-BC)

• Comprehensive drug interaction warnings including MAOI/serotonin syndrome risk

• Crisis resources (741-741 Crisis Text Line, 911) prominently included for vulnerable users

• Transparent disclosure of prescription requirement and platform limitations (no controlled substances)

• Publicly traded company with regulatory accountability and brand recognition

63 http://hims.com/psychiatry/sertraline 48

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:53

Scores at a Glance

48	PQ Score	54	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	55	Trust	50	Content Effort	45	Originality
55	Skill	65	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product/service landing page for Hims' sertraline (generic Zoloft) telehealth offering, informing users about the medication and encouraging them to start an online consultation. It partially meets this purpose by providing basic medication information and a clear pathway to consultation. • Rating Justification: This is a YMYL page about a prescription psychiatric medication from a legitimate telehealth company. It provides accurate but shallow clinical information, has a named medical reviewer without a full bio, includes safety resources, and is commercially motivated. It meets basic quality thresholds but falls short of the high standards required for YMYL health content due to lack of citations, minimal E-E-A-T signals, and prominent sales orientation.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Medical reviewer attribution (Sylvia Valadez, MSN, APRN, FNP-BC) is present, Accurate FDA-approved indications and drug interaction information provided, Crisis resources (741-741, 911) included for vulnerable users, Transparent disclosure that prescriptions require provider consultation, Hims is a publicly traded, regulated telehealth company • Key Weaknesses: No author bio or credentials detail for the medical reviewer, No citations to clinical studies or external authoritative sources, Customer testimonials disclose free product was given, undermining objectivity, No visible contact information or About page, Heavy commercial framing throughout a YMYL health topic, Self-reported outcome statistics with limited methodological transparency • Trust Evidence: The page discloses that prescriptions require online consultation, mentions safety resources (Crisis Text Line 741-741, 911), and includes important safety information. However, there is no visible contact information, no About page link, no author bio page, and the medical reviewer attribution is minimal. The commercial intent (selling a prescription medication service) is prominent throughout. • Expertise Evidence: The page mentions medical review by 'Sylvia Valadez, MSN, APRN, FNP-BC' but provides no author bio, credentials detail, or link to her profile. Basic clinical information about sertraline (SSRI mechanism, FDA-approved indications, drug interactions, off-label uses) is factually accurate but superficial. No citations to clinical studies or peer-reviewed sources are provided. • Experience Evidence: The page includes customer testimonials (Kyle, Sam, Nick, Jeff, Justin) describing first-hand experiences with the Hims platform. A statistic claims 75% of customers reported mental health improvements, though data is self-reported and dated (2021-2022). Reviews are labeled 'Verified' but also disclose customers received free product, undermining credibility. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS), which lends some institutional authority. The platform connects users with licensed healthcare providers. The page references FDA approval and clinical trial data, but lacks external citations. No professional medical organization endorsements are visible.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns a prescription psychiatric medication (sertraline/Zoloft) used to treat serious mental health conditions including major depressive disorder, PTSD, OCD, and anxiety disorders. It facilitates the purchase and prescription of a controlled-adjacent medication online. Mental health treatment decisions can have life-altering consequences. • Potential Harm: Inaccurate or incomplete medical information could lead users to self-diagnose, misuse medication, miss dangerous drug interactions, or delay appropriate in-person psychiatric care. The page targets potentially vulnerable individuals with depression and anxiety. • Standards Required: Highest E-E-A-T standards apply: comprehensive clinical information with citations, full author/reviewer credentials, transparent safety warnings, clear limitations of telehealth vs. in-person care, and no misleading commercial claims.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear explanation of what sertraline is and how it works, Accurate list of FDA-approved indications, Drug interaction information provided, FAQ section addresses common patient questions, Crisis resources included for vulnerable users, Transparent about prescription requirement and consultation process • Weaknesses: Critical FDA black box warning about suicidal ideation in young adults is absent, No dosing information provided, No information about common side effects (nausea, insomnia, sexual dysfunction, etc.), No guidance on what to expect during titration or discontinuation, Content is too brief and superficial for a YMYL prescription medication page, No H2 headings to organize content properly, Heavy commercial framing may overshadow medical information needs • Mc Description: The main content consists of a product/service landing page for sertraline via Hims telehealth. It includes a brief medication overview, mechanism of action, FDA-approved uses, drug interactions, FAQ section, customer testimonials, and calls-to-action to start a consultation. Safety resources are appended at the bottom.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting requirements'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards'} • {'source': 'The company has received coverage in major financial and health media outlets'} • {'source': 'Hims has faced FTC scrutiny and regulatory attention regarding telehealth prescribing practices'}

Trust Analysis

Transparency: Partial transparency: the page discloses the commercial nature of the service, the requirement for provider consultation, and the medical reviewer's name. However, it lacks full transparency on reviewer credentials, contact information, and critical safety information required for prescription medications. • Trust Factors: Publicly traded company with regulatory oversight, Licensed healthcare providers conduct consultations, Medical reviewer named (Sylvia Valadez, MSN, APRN, FNP-BC), Transparent about prescription requirement, Crisis resources provided, Structured data implemented correctly, No suspicious patterns detected • Distrust Factors: No contact information visible on page, No About page link, No full author/reviewer bio or credentials page, Customer testimonials disclose free product was provided, Missing critical FDA black box warning, Self-reported outcome statistics with limited methodology, Heavy commercial orientation on a YMYL health topic

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'medical_reviewer': 'Sylvia Valadez, MSN, APRN, FNP-BC', 'regulatory_status': 'Licensed telehealth provider operating across US states'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	incomplete_medical_information • omission_of_critical_safety_warnings
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original to the Hims brand and service offering, Page serves a legitimate commercial telehealth purpose

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive. It clearly identifies itself as a commercial telehealth service, requires provider consultation before prescribing, and discloses limitations. The omission of the FDA black box warning is a significant safety gap but appears to be an oversight or editorial choice rather than intentional deception. The commercial framing is transparent.

Harm Analysis

Severity: medium • Harm Details: The page omits the FDA black box warning about increased risk of suicidal thoughts and behaviors in children, adolescents, and young adults taking antidepressants. This is a legally required warning for sertraline and its absence on a page facilitating prescription of this medication is a significant safety omission. The page also does not mention common side effects, which could lead users to be unprepared for their treatment. The commercial framing ('Getting psychiatric care has never been simpler') may minimize the seriousness of psychiatric medication decisions.

Ads Analysis

Ad Placement: The page itself functions as a commercial landing page for Hims' sertraline service. The 'ads' present are the platform's own promotional content (CTAs, pricing, testimonials) rather than third-party advertisements. These are integrated into the page design and not obstructive. • User Experience Impact: The commercial content is prominent but does not obstruct access to the medical information. Users can read the FAQ and medication information without being blocked by ads. However, the heavy CTA presence may pressure vulnerable users seeking mental health information.

Recommendations

Critical Issues

• Missing FDA black box warning about suicidal ideation risk — a critical safety omission for a page facilitating antidepressant prescriptions

• Insufficient E-E-A-T signals for a YMYL prescription medication page: no full author credentials, no external citations, no comprehensive safety information

Improvements

• Add the FDA black box warning about increased suicidal thoughts/behaviors in children, adolescents, and young adults — this is legally required and critically important for patient safety

• Provide a full bio page for medical reviewer Sylvia Valadez, MSN, APRN, FNP-BC with credentials, experience, and professional background

• Add comprehensive side effect information (common: nausea, insomnia, sexual dysfunction, diarrhea; serious: serotonin syndrome, hyponatremia, bleeding risk)

• Include citations to peer-reviewed clinical studies supporting efficacy claims

• Add visible contact information (phone, email, address) for the company

• Include dosing information and guidance on what to expect during treatment initiation and titration

• Add information about when telehealth is NOT appropriate and when in-person psychiatric care is necessary

• Improve content structure with H2/H3 headings for better organization

• Disclose limitations of the self-reported 75% improvement statistic more prominently

• Add information about discontinuation syndrome and the importance of not stopping medication abruptly

Strengths

• Legitimate, publicly traded telehealth company with regulatory oversight

• Accurate basic clinical information about sertraline mechanism and FDA-approved indications

• Transparent requirement for provider consultation before prescribing

• Crisis resources (741-741, 911) included for vulnerable users

• Named medical reviewer provides some accountability

• Clear commercial purpose without deceptive practices

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http://hims.com/quality-and-safety

55

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:54

Scores at a Glance

52	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	65	Content Effort	60	Originality
65	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page for Hims weight loss services, presenting GLP-1 medication options, pricing, membership details, customer testimonials, and FAQs to convert visitors into customers. • Rating Justification: This is a commercial telehealth product page for prescription weight loss medications — a clear YMYL topic. The page demonstrates moderate E-E-A-T: it references FDA-approved drugs, includes safety disclosures, and features a named medical advisor. However, the URL-content mismatch (quality-and-safety URL serving a weight loss product page), absence of H1, no visible contact info, no author details, and the primarily commercial/sales-oriented nature of the content limit the rating. The content is functional and meets basic standards for a commercial telehealth page but falls short of high quality for a YMYL health topic.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: References FDA-approved medications with proper safety disclosures, Named medical expert (Dr. Craig Primack) mentioned, Verified customer reviews with specific data points, Proper trademark and regulatory disclaimers included, Transparent pricing with membership fee structure disclosed • Key Weaknesses: URL (quality-and-safety) does not match page content (weight loss product page) — significant mismatch, No H1 heading present on the page, No author information or detailed credentials for Dr. Craig Primack on this page, No visible contact information on this page, No About page link visible; disclaimer notes results not independently verified • Trust Evidence: The page includes important safety information links, prescription requirement disclosures, state availability limitations, membership fee transparency, FSA/HSA guidance, and trademark disclaimers. However, no direct contact information is visible on this page, no author bio is present, and the URL path (hims.com/quality-and-safety) does not match the actual content (weight loss product page), creating a URL-content mismatch. • Expertise Evidence: The page references FDA-approved medications (Wegovy, Zepbound, Ozempic, Mounjaro, Foundayo), includes important safety information disclosures, notes clinical eligibility criteria determined by licensed healthcare providers, and mentions a network of qualified providers. Medical claims about cardiovascular benefits are footnoted with clinical context. • Experience Evidence: The page features verified customer testimonials with before/after photos and specific weight loss results (e.g., Drew 47 lost 33 lbs in 8 months, Zack 44 lost 120 lbs in 8 months). A named medical expert, Dr. Craig Primack, is referenced as an in-house expert with 'decades of clinical excellence,' though no detailed credentials are provided on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant media coverage. The page references brand-name FDA-approved medications and includes proper trademark attributions for Novo Nordisk and Eli Lilly products. Breadcrumb structured data and proper legal disclaimers are present.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to prescription medications (GLP-1 agonists including semaglutide and tirzepatide) for weight loss. These are controlled prescription drugs with significant side effect profiles and contraindications. The page influences health decisions and medication choices. • Potential Harm: Users may make decisions about prescription medications based on this page's content. Inaccurate safety information, misleading efficacy claims, or inadequate disclosure of risks could lead to inappropriate medication use, delayed proper medical care, or financial harm from subscription commitments. • Standards Required: Highest standards of medical accuracy, complete safety disclosures, clear provider credentials, transparent pricing, and evidence-based efficacy claims are required. The page must not overstate benefits or understate risks of prescription medications.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product differentiation with specific pricing for each medication option, Transparent membership fee structure with auto-renewal terms disclosed, Multiple verified customer testimonials with specific weight loss data and timeframes, FDA approval status clearly noted for each medication, Important safety information links provided for each product, FAQs address practical user concerns (switching providers, FSA/HSA, insurance) • Weaknesses: No H1 heading — significant SEO and accessibility issue, URL path does not match content (quality-and-safety vs. weight loss products), Page title appears duplicated ('Hims | Hims') suggesting a technical error, Extreme testimonial result (120 lbs in 8 months) not adequately contextualized, Dr. Craig Primack is mentioned but no credentials or bio are provided on this page, No visible contact information for customer support on this page • Mc Description: The main content is a commercial product page presenting Hims weight loss GLP-1 medication options (Wegovy pill/pen, Zepbound vial/KwikPen, Foundayo, Ozempic, Mounjaro) with pricing, membership requirements, customer testimonials with before/after photos, health benefit claims for Wegovy, and FAQs about the membership program.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a well-known telehealth brand with significant mainstream media coverage (Forbes, WSJ, etc.)'} • {'source': 'Partnership with FDA-approved brand-name medications from Novo Nordisk and Eli Lilly lends credibility'} • {'source': 'Telehealth Consent & Open Payments disclosure in footer indicates compliance with federal healthcare transparency requirements'}

Trust Analysis

Transparency: Moderate transparency: pricing, membership terms, prescription requirements, and safety information are disclosed. However, the URL-content mismatch, absence of contact info on the page, and lack of visible medical reviewer credentials reduce transparency for a YMYL health topic. • Trust Factors: Publicly traded company with regulatory oversight, FDA-approved medications with proper trademark attributions, Prescription requirement clearly stated — not selling OTC, Important safety information links for each product, Legal disclaimers about off-label use (Ozempic/Mounjaro for diabetes), Open Payments disclosure in footer, Structured data (BreadcrumbList) implemented correctly, Privacy policy and terms linked in footer • Distrust Factors: URL path '/quality-and-safety' does not match the weight loss product page content — suggests possible deceptive URL or technical error, No contact information visible on this page, No author information or medical reviewer credentials displayed, Page title contains duplicate brand name ('Hims | Hims') suggesting quality control issues, Extreme outlier testimonial (120 lbs in 8 months) without adequate contextualization, Disclaimer that customer results 'have not been independently verified'

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'regulatory_status': 'Licensed telehealth provider operating in multiple US states', 'medical_advisor_mentioned': 'Dr. Craig Primack (in-house expert, decades of clinical excellence — no further credentials provided on page)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: URL path does not match page content (minor concern, may be technical routing issue rather than spam)

Deception Analysis

Severity: minor • Deception Details: The URL path '/quality-and-safety' serving a weight loss product page is potentially misleading — users expecting quality and safety information would find a commercial product page instead. However, this appears more likely to be a technical routing or CMS issue than intentional deception. The page content itself is transparent about pricing, membership requirements, and medication limitations. Safety information is disclosed, not hidden.

Harm Analysis

Severity: low • Harm Details: The page promotes prescription medications with appropriate safety disclosures, prescription requirements, and clinical eligibility criteria. While the extreme testimonial (120 lbs in 8 months) could create unrealistic expectations, the page includes disclaimers that results vary and have not been independently verified. The off-label use of Ozempic/Mounjaro is disclosed in the fine print. No content is found to be harmful to individuals or groups.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content excerpt shows primarily product listings and CTAs for Hims' own services rather than third-party display advertising. The commercial nature of the page means promotional content is the primary purpose. • User Experience Impact: The page appears to be primarily a commercial product page for Hims' own services. Any advertising present does not appear to obstruct the main content based on the available excerpt. The extensive CSS for responsive images suggests a well-structured layout.

Recommendations

Critical Issues

• URL path '/quality-and-safety' does not match weight loss product page content — this is a significant trust and relevance issue for a YMYL health page

• No H1 heading present on a YMYL health/commercial page — fundamental SEO and accessibility failure

• No visible contact information on a page selling prescription medications — reduces trust for YMYL content

Improvements

• Fix the URL path mismatch — the URL '/quality-and-safety' should either redirect to an actual quality and safety information page or the weight loss product page should be served from an appropriate URL like '/weight-loss'

• Add an H1 heading to the page for proper content hierarchy and SEO

• Display Dr. Craig Primack's full credentials (board certifications, medical license, specialty) on this page or link to a detailed bio

• Add visible contact information (phone, email, or chat) on the page for user support

• Fix the duplicate brand name in the page title ('Hims | Hims' should be 'Weight Loss Care for Men | Hims')

• Provide better statistical context for the 120 lbs in 8 months testimonial (e.g., starting weight, note that this is an exceptional result)

• Add a medical review date and reviewer credentials to the page content

• Consider adding a link to an About page or provider network information

Strengths

• Transparent pricing with membership fee structure, auto-renewal terms, and per-medication costs clearly disclosed

• Proper FDA approval status and off-label use disclosures for each medication with important safety information links

• Verified customer testimonials with specific, measurable results and before/after visual evidence

• Publicly traded company status (NYSE: HIMS) provides baseline accountability and regulatory oversight

• Comprehensive FAQ section addressing practical user concerns about membership, switching providers, FSA/HSA, and insurance

65 http://hims.com/sexual-health 55

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:59

Scores at a Glance

55	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	58	Trust	55	Content Effort	50	Originality
60	Skill	62	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product category landing page for men's sexual health treatments (ED, PE, wellness products), enabling users to browse and initiate purchase/consultation for prescription and OTC sexual health products. • Rating Justification: This is a commercial product listing page for a legitimate, established telehealth company. It fulfills its transactional purpose of presenting sexual health products and treatments for men. However, as a YMYL health page, it falls short of high quality due to missing provider credentials, no contact info on-page, limited educational content, and the presence of compounded (non-FDA-approved) products without sufficiently prominent warnings. The page is functional and not deceptive, but does not meet the higher E-E-A-T standards expected for medical/prescription product pages.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Publicly traded, established telehealth company with regulatory oversight, Includes safety disclaimers and FDA-approval status per product, Structured data implemented correctly, Survey-based satisfaction data with methodology disclosed • Key Weaknesses: No named medical providers or credentials visible on this page, No contact information or about page link in extracted content, Compounded products sold alongside FDA-approved ones without prominent differentiation, No author or editorial oversight information present • Trust Evidence: The page includes safety disclaimers for compounded products, 'Important safety information' links per product, and a disclaimer about survey compensation. However, no contact information, about page link, or author/provider identification is present in the extracted content. No visible licensing or regulatory compliance statements on this page. • Expertise Evidence: Products include FDA-approved medications (Sildenafil, Tadalafil, Viagra, Cialis generics) and compounded treatments. The page notes 'Important safety information' links and disclaims that some products are compounded and not FDA-approved. However, no named medical professionals, editorial board, or clinical references are visible on this page. • Experience Evidence: The page references a survey of 869 Hims ED users with 90% satisfaction, and mentions 'experienced medical providers,' but no individual provider credentials, case studies, or first-person clinical experience are presented on this specific page. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The domain hims.com is well-established. The breadcrumb and structured data are properly implemented. The brand is widely covered in mainstream press.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly sells prescription medications (Sildenafil, Tadalafil, Viagra, Cialis generics) and compounded pharmaceutical products for erectile dysfunction and premature ejaculation. Users may make health decisions based on this content, including initiating prescription treatment without in-person physician consultation. • Potential Harm: Users could initiate prescription drug use for conditions that may have serious underlying causes requiring in-person diagnosis. Compounded medications carry additional risks as they are not FDA-verified for safety or effectiveness. Inadequate medical screening could lead to dangerous drug interactions or missed diagnoses. • Standards Required: Highest E-E-A-T standards: clear provider credentials, transparent medical oversight, prominent safety warnings, accessible contact/support information, clear distinction between FDA-approved and compounded products, and evidence of legitimate medical consultation process.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product categorization by condition/use case, Transparent pricing with starting monthly costs, Includes 'Important safety information' links per prescription product, Simple 3-step 'How it works' process reduces friction for new users, Disclaimer about compounded products and survey methodology present • Weaknesses: No H1 or H2 headings detected, harming content structure and accessibility, Minimal substantive health information — no condition descriptions, treatment explanations, or clinical context, No visible provider credentials or medical team information, Heavy CSS code in extracted content suggests poor content-to-code ratio, No FAQ, educational resources, or links to condition-specific information pages • Mc Description: The main content is a product category page organized into sections: Erectile Dysfunction treatments, Premature Ejaculation & Endurance products, bedroom accessories (condoms, lube, sex toys), a satisfaction statistic banner, and a 'How it works' process overview. Products are listed with names, starting prices, and CTAs.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting and public financial disclosure'} • {'source': 'Widely covered by major media outlets including Forbes, WSJ, NYT, and health publications'} • {'source': 'Licensed telehealth platform operating under state medical board regulations across the US'} • {'source': 'Better Business Bureau accredited with public complaint history available'} • {'source': 'Subject to FTC and FDA oversight for prescription drug advertising and telehealth practices'}

Trust Analysis

Transparency: Moderate transparency at the company level (public company, press coverage) but low transparency at the page level — no provider identification, no contact info, no editorial/medical oversight disclosure on this specific page. • Trust Factors: Publicly traded company with regulatory and financial transparency obligations, Established brand with years of operation in telehealth space, FDA-approval status clearly labeled per product, Safety information links provided for each prescription product, Compounded product disclaimer present, Survey methodology disclosed with sample size • Distrust Factors: No contact information visible on this page, No named medical providers or credentials displayed, No about page or company information linked in extracted content, Compounded (non-FDA-approved) products sold alongside FDA-approved ones with similar marketing treatment, No visible state licensing information or telehealth compliance statements on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Licensed telehealth provider, subject to FDA and FTC oversight'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected, Content is original product catalog from the brand's own website, No keyword stuffing or manipulative SEO patterns detected in extracted text

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial product listing. Products are accurately labeled with FDA-approval status. The compounded product disclaimer is present. The satisfaction statistic includes a disclosure about survey methodology and potential compensation. Pricing is transparent with starting prices shown. No hidden fees, fake reviews, or misleading health claims detected in the extracted content.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful. It sells legitimate prescription medications through a telehealth model with medical provider consultation required. Safety disclaimers are present. The compounded product disclaimer, while not prominently placed, is present. The satisfaction statistic includes methodology disclosure. No false health claims or dangerous misinformation detected in the extracted content.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the extracted content does not show obvious third-party ad placements. The commercial content (product listings) is the primary content of the page, which is itself promotional in nature as a brand's own product catalog. • User Experience Impact: Minimal negative impact detected. The page's commercial nature is transparent — it is a brand's own product page, not a content page with intrusive third-party ads. Any ads present do not appear to obstruct the main content based on available data.

Recommendations

Critical Issues

• No named medical providers or credentials visible on a page selling prescription medications — critical gap for YMYL health content E-E-A-T

• Compounded (non-FDA-approved) products are not sufficiently distinguished from FDA-approved products in the main product listings, with the disclaimer buried at the bottom of the ED section

Improvements

• Add visible medical provider credentials and names of licensed physicians/providers involved in the consultation process

• Include prominent contact information (phone, email, support) on the page or in the header/footer

• Add H1 and H2 heading structure to improve content organization and accessibility

• Create a more prominent, visually distinct section differentiating FDA-approved medications from compounded products with clearer risk explanations

• Add brief educational content about ED and PE conditions to provide health context and demonstrate medical expertise

• Link to or display state licensing information and telehealth compliance credentials

• Include a link to the About/Company page and medical advisory board information

Strengths

• Established, publicly traded company with strong external reputation and regulatory accountability

• Clear product categorization with transparent starting prices and 'Important safety information' links per product

• Proper structured data (BreadcrumbList) implementation and responsive design

• Survey satisfaction statistic includes methodology disclosure (sample size, compensation disclosure)

• Simple, clear 'How it works' process that sets appropriate expectations for the telehealth consultation model

66 http://hims.com/telehealth-consent 66

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:54

Scores at a Glance

65	PQ Score	63	E-E-A-T Overall	45	Experience	65	Expertise
70	Authoritativeness	72	Trust	78	Content Effort	60	Originality
75	Skill	72	Accuracy	74	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	65

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an informed consent document for patients using Hims & Hers telehealth services, disclosing risks, benefits, data privacy practices, laboratory testing terms, and patient rights as required by law and medical ethics standards. • Rating Justification: This is a legitimate telehealth informed consent document from a known, publicly traded healthcare company. The content is comprehensive, legally appropriate, and serves a clear functional purpose. However, the absence of author attribution, no H1/H2 structure, no contact info in page metadata, presence of ads on a consent page, and a future-dated 'last updated' date (February 4, 2026) raise minor quality concerns. The page meets its functional purpose adequately but falls short of highest quality standards expected for YMYL health content.

E-E-A-T

Overall	63
Experience	45
Expertise	65
Authoritativeness	70
Trust	72

E-E-A-T Analysis

Key Strengths: Comprehensive disclosure of commercial relationships with named partners, Clear emergency safety information prominently placed, References to authoritative regulatory bodies and federal law, Transparent disclosure of risks, limitations, and patient rights, State-specific regulatory compliance information included • Key Weaknesses: No named author or legal/medical professional identified as responsible for the document, No contact information in standard page metadata/footer, No structured data to help identify the organization or document type, Missing H1/H2 headings reduces document navigability and transparency, Ads present on a consent document page raises minor trust concerns • Trust Evidence: The document includes emergency contact information (911, 988 Lifeline, 1-800-368-0038), discloses commercial relationships with named pharmacy and lab partners, references applicable state and federal laws, and provides patient rights information including the right to withdraw consent. No contact info is present on the page itself, but the phone number for technical support is included within the content. • Expertise Evidence: The document demonstrates legal and medical expertise through comprehensive coverage of telehealth risks, benefits, data privacy protocols, laboratory testing procedures, and regulatory compliance references (CMS Open Payments, Physician Payments Sunshine Act). The language is professionally drafted with appropriate legal and medical terminology. However, no named medical or legal authors are identified. • Experience Evidence: The page is a legal/consent document from Hims & Hers Health, Inc., a publicly traded telehealth company. It demonstrates operational experience by referencing specific pharmacy partners, lab partners (Quest Diagnostics, Grail, Inc.), and state-specific regulatory compliance (California Medical Board, Board of Behavioral Sciences). However, no individual practitioner experience is showcased on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) operating a legitimate telehealth platform. The document references authoritative external bodies including CMS, the 988 Suicide & Crisis Lifeline, state medical boards, and federal law. Links to openpaymentsdata.cms.gov and California regulatory bodies add credibility.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly governs the terms under which patients receive medical diagnosis, treatment, and mental health services via telehealth. It involves informed consent for healthcare services, laboratory testing, prescription medications, and mental health treatment. These are quintessential YMYL topics where inaccurate or misleading information could directly harm users' health and safety. • Potential Harm: Patients who misunderstand or are misled by this consent could unknowingly waive important rights, receive inappropriate care, or fail to seek emergency services when needed. Inadequate disclosure of risks could lead to harm from telehealth limitations. The document's binding legal nature means errors could have serious consequences for patient health decisions. • Standards Required: Highest standards of accuracy, transparency, legal compliance, and medical ethics are required. The document must accurately represent patient rights, provider qualifications, risks, and limitations. Named responsible parties and clear contact information should be present.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all required informed consent elements, Clear emergency safety information with specific hotline numbers, Transparent disclosure of commercial relationships with named entities, Patient rights clearly articulated including right to withdraw consent, State-specific regulatory compliance information for California • Weaknesses: No HTML heading structure (H1/H2) making navigation difficult, All-caps formatting for the opening section is aggressive and may reduce readability, Future-dated 'last updated' timestamp (February 4, 2026) is potentially confusing, No images, diagrams, or visual aids to help patients understand complex telehealth concepts, Dense legal language may be difficult for average patients to fully comprehend • Mc Description: The main content is a comprehensive telehealth informed consent document covering: purpose and scope, use of telehealth definition, anticipated benefits, potential risks, emergency procedures, data privacy and protection, laboratory products and services, Open Payments notice, and a detailed acknowledgments section listing all patient agreements.

Trust & Reputation

Trust Level	high
Reputation Score	74
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing public financial disclosures and regulatory oversight'} • {'source': 'Company is regulated by state medical boards and operates under federal telehealth regulations'} • {'source': 'References to established partners including Quest Diagnostics Incorporated and Grail, Inc. add credibility'} • {'source': 'CMS Open Payments compliance disclosure demonstrates regulatory adherence'} • {'source': 'California Medical Board and Board of Behavioral Sciences references confirm state licensing compliance'}

Trust Analysis

Transparency: The page demonstrates above-average transparency for a consent document by naming specific commercial partners, disclosing financial relationships, providing regulatory body contact information, and clearly stating patient rights. However, the absence of a named responsible party and standard contact information reduces full transparency. • Trust Factors: Publicly traded company with SEC oversight and public financial disclosures, Transparent disclosure of all commercial and financial relationships, References to and compliance with federal and state healthcare regulations, Emergency contact information clearly provided within content, Patient rights explicitly stated including right to withdraw consent, Named pharmacy and laboratory partners with specific company names, State medical board contact information provided for complaints • Distrust Factors: No contact information in page metadata or standard footer location, No named author or responsible legal/medical professional identified, Ads present on a sensitive medical consent document page, Future-dated 'last updated' timestamp raises minor authenticity questions, No structured data to verify organizational identity

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Digital Health', 'stock_exchange': 'NYSE: HIMS', 'regulatory_status': 'Licensed telehealth provider operating under state and federal healthcare regulations'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward legal consent document with no deceptive elements detected. The content accurately represents its purpose, the company is clearly identified, risks and limitations are honestly disclosed, and patient rights are transparently stated. The future date on 'last updated' is unusual but not necessarily deceptive.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is a standard informed consent document that transparently discloses risks, limitations, and patient rights. Emergency safety information is prominently included. The document actually serves a protective function by ensuring patients are informed before using telehealth services.

Ads Analysis

Ad Placement: Ads are present on the page according to page metadata, though their specific placement is not detailed in the content excerpt. The presence of advertising on a medical informed consent document is contextually inappropriate. • User Experience Impact: While ads may not be technically obstructive, their presence on a medical consent document is inappropriate and could undermine the seriousness and trustworthiness of the consent process. Patients reviewing a legal medical consent should not be distracted by commercial advertising.

Recommendations

Critical Issues

• Future-dated 'Last updated: February 4, 2026' timestamp may indicate a drafting error and could undermine document credibility and legal validity

• Presence of advertising on a medical informed consent document is contextually inappropriate and may raise regulatory concerns about the consent process integrity

Improvements

- Add proper H1 and H2 heading structure to improve document navigation and accessibility
- Include named legal/medical professional responsible for the document to improve author accountability
- Add standard contact information in page footer or metadata (phone, email, mailing address)
- Remove or relocate advertising from this sensitive medical consent document page
- Verify and correct the 'last updated' date (February 4, 2026 appears to be a future date)
- Add structured data markup (Schema.org) to help search engines identify the organization and document type
- Consider adding a plain-language summary section to improve patient comprehension of complex legal terms
- Add a table of contents or anchor links for easier navigation of the lengthy document

Strengths

- Comprehensive and professionally drafted informed consent covering all required elements for telehealth services
- Transparent disclosure of all commercial and financial relationships with named partners
- Clear emergency safety information with specific hotline numbers prominently placed
- State-specific regulatory compliance information including California Medical Board contact details
- Patient rights clearly articulated including right to withdraw consent without prejudice
- References to authoritative regulatory bodies (CMS, federal law) add credibility

67 http://hims.com/terms-and-conditions 65

Confidence: 0.78 Should Rank Analysed: 18 Jun 2026 05:51

Scores at a Glance

62	PQ Score	68	E-E-A-T Overall	55	Experience	70	Expertise
75	Authoritativeness	72	Trust	80	Content Effort	65	Originality
75	Skill	60	Accuracy	75	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a legally binding agreement between Hims & Hers Health, Inc. and its users, covering service terms, subscription policies, medical disclaimers, arbitration clauses, and third-party relationships. It fulfills this purpose comprehensively. • Rating Justification: This is a standard legal Terms and Conditions page from a legitimate, publicly traded telehealth company. The content is extensive (15,140 words), legally detailed, and serves a clear functional purpose. However, the future-dated timestamp, absence of contact info on the page, lack of headings, and no structured data reduce the quality rating. For a legal document page, medium_plus is appropriate — it fulfills its purpose adequately but has structural and transparency gaps.

E-E-A-T

Overall	68
Experience	55
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: Comprehensive legal disclosures covering arbitration, YMYL health disclaimers, and financial responsibility, Named, verifiable third-party partners (Quest Diagnostics, LabCorp, GRAIL, Klarna) add institutional credibility, Publicly traded company with established brand reputation, Detailed cancellation and refund policies reduce consumer confusion • Key Weaknesses: Future-dated 'Last updated' date (June 2, 2026) raises authenticity concerns, No author or legal team attribution on the page, No contact information directly on the page, No structured data or schema markup, No H1 or H2 headings, making navigation difficult • Trust Evidence: The terms are comprehensive and legally detailed. The page discloses financial responsibility, non-insurance status, arbitration opt-out rights, and emergency care warnings. However, there is no author attribution, no contact info on the page itself, and no structured data. The 'Last updated: June 2, 2026' date is in the future relative to any plausible current date, which is a notable anomaly. • Expertise Evidence: Legal and regulatory expertise is evident in the precise language around HIPAA-adjacent disclosures, arbitration clauses, Medicare/Medicaid non-participation notices, state-specific lab payment requirements (NY, NJ, RI), and child-resistant packaging disclosures. Healthcare regulatory compliance language is sophisticated. • Experience Evidence: The document reflects operational experience in telehealth, naming specific affiliated pharmacies, medical groups, labs, and third-party partners (Klarna, Gifthealth, GRAIL). The detailed subscription mechanics and cancellation policies suggest real-world operational knowledge. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) operating a well-known telehealth platform. The document references real, named third-party entities (Quest Diagnostics, LabCorp, GRAIL) lending institutional credibility. The platform is widely covered in mainstream press.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page governs a telehealth platform that provides prescription medications, medical consultations, laboratory testing (including multi-cancer screening), and mental health services. It directly affects users' health decisions, financial obligations, and legal rights (arbitration waiver, class action waiver). These are quintessential YMYL topics. • Potential Harm: Users who misunderstand or are misled by these terms could waive important legal rights (jury trial, class action), incur unexpected financial charges through auto-renewing subscriptions, delay seeking emergency care, or misinterpret lab results as diagnostic. The arbitration clause and class action waiver are particularly high-stakes. • Standards Required: Highest standards of accuracy, transparency, and legal compliance are required. The terms must be clear, non-deceptive, and compliant with FTC, state telehealth regulations, and consumer protection laws. Medical disclaimers must be prominent and accurate.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Extremely comprehensive coverage of all service aspects, Clear disclosure of financial responsibility and non-insurance status, Specific cancellation procedures with phone numbers and email addresses, Emergency care warning prominently placed at the top, State-specific disclosures (NY, NJ, RI lab payment requirements) • Weaknesses: No H1 or H2 headings in the HTML structure (though content has section titles in text), No images, diagrams, or visual aids to help users navigate 15,000+ words, Future-dated timestamp undermines document credibility, No table of contents or anchor links for navigation, Contact information not present on the page itself • Mc Description: The main content is a comprehensive Terms and Conditions agreement for the Hims & Hers telehealth platform. It covers user acceptance, service relationships, financial responsibility, subscription terms, prescription products, weight loss membership, laboratory services, and legal provisions including arbitration.

Trust & Reputation

Trust Level	high
Reputation Score	75
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting requirements'} • {'source': 'Widely covered by mainstream financial and health media (Forbes, CNBC, WSJ, TechCrunch)'} • {'source': 'Named partnerships with Quest Diagnostics, LabCorp, and GRAIL (Illumina subsidiary) indicate institutional credibility'} • {'source': 'FTC and state telehealth regulatory compliance language suggests legal oversight awareness'} • {'source': 'BBB profile exists for Hims & Hers with mixed but present consumer reviews'}

Trust Analysis

Transparency: The organization is identified (Hims & Hers Health, Inc.) and the document is detailed about business relationships, financial obligations, and legal rights. However, the future timestamp and absence of page-level contact info reduce transparency. The company's public status provides external accountability. • Trust Factors: Publicly traded company with SEC oversight, Named, verifiable third-party partners (Quest Diagnostics, LabCorp, GRAIL, Klarna), Comprehensive legal disclosures including arbitration opt-out rights, Emergency care warning and medical limitation disclosures, Specific contact information (phone number 1-800-368-0038, email for Customer Help Center) within the document, State-specific regulatory compliance language • Distrust Factors: Future-dated 'Last updated' date (June 2, 2026) is a significant red flag, No contact information in the page metadata/structure, No author or legal team attribution, No structured data or schema markup, Ads present on a legal terms page, which is unusual, Aggressive arbitration and class action waiver terms

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Digital Health', 'websites': ['www.hims.com', 'www.forhers.com'], 'stock_exchange': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Future-dated document (June 2, 2026) is unusual but more likely a drafting/publishing error than spam, Ads present on a legal terms page is atypical but not a spam indicator per se

Deception Analysis

Severity: minor • Deception Details: The page is a standard legal terms document. While the arbitration clause and class action waiver are aggressive consumer terms, they are disclosed with opt-out instructions, which is legally required and transparent. The future date (June 2, 2026) is anomalous and could indicate a pre-publication draft being served publicly, but there is no evidence of intentional deception. The content accurately describes the service's limitations, financial obligations, and legal rights.

Harm Analysis

Severity: none • Harm Details: The page contains standard legal terms for a telehealth service. The arbitration clause and class action waiver are aggressive but legally common and disclosed with opt-out instructions. The medical disclaimers are appropriate and include emergency care warnings. No content is designed to harm individuals or groups. The future date on the document is anomalous but not inherently harmful.

Ads Analysis

Ad Placement: Ads are reported as present on this page. The presence of advertisements on a legal Terms and Conditions page is unusual and potentially inappropriate, as it may distract users from reading important legal disclosures they are agreeing to. • User Experience Impact: Ads on a legal agreement page could distract users from reading critical terms including arbitration waivers, class action waivers, and medical disclaimers. This is a minor negative UX factor but does not rise to the level of obstruction based on available data.

Recommendations

Critical Issues

• Future-dated 'Last updated: June 2, 2026' timestamp must be investigated and corrected — this could indicate a draft document being served publicly or a system error, and undermines document authenticity

• Ads present on a legal terms page where users are agreeing to binding arbitration and class action waivers is potentially problematic from a consumer protection standpoint

Improvements

• Correct the 'Last updated' date — June 2, 2026 appears to be a future date and should be verified and corrected to the actual effective date

• Add proper HTML heading structure (H1, H2, H3) to improve navigation and accessibility of the 15,000+ word document

• Add a table of contents with anchor links to help users navigate to specific sections

• Include contact information (phone, email, address) in the page footer or header structure, not just within the document body

• Add structured data markup (LegalDocument schema) to help search engines understand the page type

• Consider removing or relocating ads from this legal terms page to avoid distracting users from critical legal disclosures

• Add author/legal team attribution or a 'Reviewed by [Legal Department]' notice

• Provide a plain-language summary or FAQ version of key terms for consumer accessibility

Strengths

• Comprehensive 15,140-word legal document covering all aspects of a complex telehealth service

• Named, verifiable third-party partners (Quest Diagnostics, LabCorp, GRAIL, Klarna) add institutional credibility

• Prominent emergency care warning and medical limitation disclosures at the top of the document

• Specific cancellation procedures with actionable contact information (phone number, email) within the document

• State-specific regulatory compliance language (NY, NJ, RI) demonstrates legal sophistication

• Publicly traded company (NYSE: HIMS) provides external accountability and regulatory oversight

68

http://hims.com/weight-loss

72

Confidence: 0.82

Should Rank

Analysed: 18 Jun 2026 05:51

Scores at a Glance

72	PQ Score	70	E-E-A-T Overall	65	Experience	70	Expertise
75	Authoritativeness	72	Trust	70	Content Effort	65	Originality
72	Skill	75	Accuracy	78	Reputation		

Page Quality

PQ Rating	high
PQ Score	72

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page for Hims weight loss services, helping men understand available GLP-1 medication options, pricing, membership structure, and how to get started with a prescription weight loss program. • Rating Justification: This is a product/service landing page from a well-known, publicly traded telehealth company offering FDA-approved prescription weight loss medications. The page fulfills its commercial purpose with adequate safety disclosures, pricing transparency, verified testimonials, and clinical context. It meets the needs of users seeking information about GLP-1 weight loss treatments. However, it lacks deep educational content, has no H1, no author info on the page, and some testimonial claims are extraordinary without independent verification. For a YMYL health topic, these gaps prevent a 'highest' rating but the overall quality is solid for a commercial healthcare landing page.

E-E-A-T

Overall	70
Experience	65
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: References to FDA-approved medications with proper safety disclosures, Named medical expert (Dr. Craig Primack) with clinical credentials mentioned, Verified customer reviews with specific, measurable outcomes, Transparent pricing with detailed footnotes and membership terms, Proper trademark attributions and regulatory disclaimers, Publicly traded, established telehealth company • Key Weaknesses: No H1 heading present, weakening content structure signals, No author byline or editorial team identified on the page itself, No About page or Contact info detected in page structure, The '120 lbs lost in 8 months' claim is extraordinary and lacks independent verification, Disclaimer notes results have not been independently verified, Customers may have been compensated for testimonials • Trust Evidence: The page includes legal disclaimers, trademark attributions, safety information links, pricing transparency with footnotes, FSA/HSA guidance, and a privacy policy. Medications require prescriptions and clinical eligibility. The company discloses it is not affiliated with Eli Lilly. Consumer Health Data Privacy Policy is linked. However, no direct contact info or About page is detected on this specific page. • Expertise Evidence: The page references Dr. Craig Primack as an in-house expert with 'decades of clinical excellence.' FDA-approved medications (Wegovy, Zepbound, Ozempic, Mounjaro) are listed with proper safety information, regulatory disclaimers, and clinical eligibility criteria. The content correctly distinguishes between weight-loss-approved and diabetes-approved medications. Important safety information is included for each product. • Experience Evidence: The page features verified customer testimonials with before/after photos and specific weight loss results (e.g., Drew lost 33 lbs in 8 months, Zack lost 120 lbs in 8 months). Real patient experiences are showcased with names, ages, and timeframes. The program includes a dedicated Care Team and ongoing support, suggesting operational experience in delivering telehealth services. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The page references FDA-approved medications from major pharmaceutical companies (Novo Nordisk, Eli Lilly). Structured data, breadcrumbs, and professional site architecture indicate an established, authoritative platform. The company operates a licensed provider network.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes prescription medications (GLP-1 agonists including semaglutide and tirzepatide) for weight loss. These are controlled substances requiring medical supervision, with significant side effect profiles and contraindications. The page influences health decisions and medication choices, making it clearly YMYL under the health and safety category. • Potential Harm: Users could make inappropriate medication decisions, misunderstand eligibility criteria, or have unrealistic expectations based on testimonials. The extraordinary weight loss claims (120 lbs in 8 months) could mislead vulnerable individuals. Financial harm is also possible given subscription costs ($149-$1,899/month). • Standards Required: High standards of medical accuracy, clear safety information, transparent pricing, qualified medical oversight, proper disclaimers about individual results, and clear eligibility criteria are required. The page largely meets these standards but could be more comprehensive in educational content about risks.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product catalog with transparent pricing and membership requirements, Verified customer testimonials with specific, measurable outcomes and photos, Proper safety information links for each medication, FAQ section addressing common user concerns (membership, switching providers, FSA/HSA, insurance), Cardiovascular benefit claims with proper footnoting, Clear distinction between FDA-approved weight loss vs. diabetes medications • Weaknesses: No H1 heading present - significant structural issue, Limited educational content about how GLP-1 medications work, No information about side effects or contraindications in main content, Word count of 1,387 is relatively low for a YMYL health topic, No links to clinical studies or peer-reviewed research, The page is primarily promotional with limited informational depth • Mc Description: The main content is a commercial product landing page showcasing GLP-1 weight loss medications available through Hims's telehealth platform. It includes a product catalog with pricing, membership information, cardiovascular health benefits of Wegovy, verified customer testimonials with before/after photos, FAQ section, and calls to action for eligibility assessment.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': "Partnership with major pharmaceutical brands (Novo Nordisk's Wegovy/Ozempic, Eli Lilly's Zepbound/Mounjaro/Foundayo) indicates legitimate pharmaceutical supply chain"} • {'source': 'Telehealth platform operating under state medical board regulations with licensed provider network'} • {'source': 'Consumer Health Data Privacy Policy and Telehealth Consent documentation indicate regulatory compliance'} • {'source': 'Structured data, breadcrumbs, and professional technical implementation consistent with established enterprise platform'}

Trust Analysis

Transparency: The page demonstrates reasonable transparency for a commercial telehealth landing page. Pricing footnotes are detailed, medication approvals are correctly characterized, trademark ownership is disclosed, and safety information is linked. However, the absence of contact information and About page on this specific page reduces transparency. The compensation disclosure for testimonials is a positive transparency signal. • Trust Factors: Publicly traded company with SEC reporting obligations, FDA-approved medications with proper safety disclosures, Transparent pricing with detailed footnotes and membership terms, Prescription requirement ensures medical oversight, Trademark attributions and regulatory disclaimers present, Privacy policy and consumer health data policy linked, Named medical expert (Dr. Craig Primack) associated with the platform, Verified review labels on testimonials • Distrust Factors: No contact information visible on this specific page, No About page detected in page structure, No author/editorial team identified, Testimonials note customers may have been compensated, Results explicitly stated as not independently verified, Some extraordinary claims (120 lbs in 8 months) without clinical context

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'platform_type': 'Licensed telehealth platform with network of licensed healthcare providers', 'medical_expert': 'Dr. Craig Primack (referenced as in-house expert)', 'regulatory_status': 'Operates under state telehealth regulations; medications require prescriptions'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial landing page for a legitimate telehealth service. Pricing is transparent with footnotes explaining membership requirements. Medication approvals are correctly characterized (distinguishing diabetes vs. weight loss approvals). Safety information is accessible. The testimonial compensation disclosure and unverified results disclaimer are honest signals. No hidden fees or misleading claims were identified beyond the typical promotional framing of a commercial page.

Harm Analysis

Severity: none • Harm Details: The page promotes legitimate FDA-approved prescription medications through a licensed telehealth platform. Safety information is provided for each medication, prescriptions require clinical eligibility assessment, and appropriate disclaimers are present. The extraordinary testimonial claims (120 lbs in 8 months) could create unrealistic expectations, but this is disclosed as unverified individual results. The page does not appear designed to harm users.

Ads Analysis

Ad Placement: The page is itself a commercial product page (the 'ads' are the product listings). The structured data indicates this is a first-party commercial page rather than a content page with third-party advertising. The promotional content is clearly the purpose of the page. • User Experience Impact: The commercial nature of the page is transparent - users visiting hims.com/weight-loss expect to see product offerings. The promotional content does not obstruct access to safety information or pricing details. The FAQ section provides genuinely useful information alongside the commercial content.

Recommendations

Critical Issues

• Missing H1 heading is a significant technical and content structure issue for a primary landing page

• No contact information or About page detected on this specific page - critical for YMYL trust standards

• The '120 lbs in 8 months' testimonial claim is medically extraordinary and could create unrealistic expectations without additional clinical context

Improvements

• Add an H1 heading to improve content structure and SEO signals

• Include a dedicated section explaining how GLP-1 medications work, common side effects, and contraindications to improve educational depth for YMYL standards

• Add visible contact information (phone, email, or chat) on the page to improve trust signals

• Link to or include an About page section describing Hims's medical team, licensing, and clinical standards

• Add citations to peer-reviewed clinical studies supporting the cardiovascular and weight loss efficacy claims

• Clarify the '32 lbs' asterisk claim with a specific, verifiable source reference

• Add more context around the extraordinary '120 lbs in 8 months' testimonial, including starting weight and medical supervision details

• Include a section on who is NOT eligible for GLP-1 medications to improve safety transparency

Strengths

• Established, publicly traded telehealth company with strong brand recognition and regulatory compliance

• Proper characterization of FDA-approved medications with individual safety information links and correct approval indications

• Transparent pricing structure with detailed footnotes explaining membership requirements and medication costs

• Verified customer testimonials with specific, measurable outcomes and before/after visual evidence

• Named medical expert (Dr. Craig Primack) providing credibility to the clinical program

• Comprehensive FAQ section addressing practical user concerns about membership, transitions, payment, and insurance

69 http://hims.com/weight-loss/faq 62

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:57

Scores at a Glance

62	PQ Score	59	E-E-A-T Overall	45	Experience	55	Expertise
70	Authoritativeness	65	Trust	55	Content Effort	60	Originality
60	Skill	70	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page answers common questions about Hims Weight Loss Membership, pricing, medication options (GLP-1s including Wegovy), eligibility, and treatment logistics for prospective customers considering the telehealth weight loss service. • Rating Justification: This is a legitimate commercial FAQ page from a well-known, regulated telehealth company. The content is accurate at a surface level, cites clinical data, and serves a clear informational purpose for prospective customers. However, it lacks named medical authorship, has no meta description, missing H1/H2 structure in the crawled metadata, and the answers are relatively brief and commercially motivated rather than comprehensively informative. For a YMYL health topic, these gaps prevent a High rating.

E-E-A-T

Overall	59
Experience	45
Expertise	55
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, regulated telehealth company with LegitScript certification, Clinical trial data is cited with a source reference for medication efficacy claims, Structured data (BreadcrumbList) is implemented correctly, Legal and privacy disclosures are comprehensive in the footer, Canonical URL is properly set • Key Weaknesses: No named medical author or reviewer identified on the FAQ page, No H1 or H2 heading structure detected in the page metadata (though content appears to use question-based structure), Missing meta description, No direct contact information on the page itself, FAQ answers are brief and commercially oriented, lacking clinical depth • Trust Evidence: LegitScript approval badge is present. The site has Terms & Conditions, Privacy Policy, Telehealth Consent, Consumer Health Data Privacy Policy, and a Help Center. The company is publicly traded and regulated. However, the FAQ page itself lacks named authors, medical reviewers, or direct contact information. No explicit disclosure of who wrote or reviewed the FAQ content. • Expertise Evidence: Content references FDA-approved GLP-1 medications (Wegovy), cites a clinical trial source (NovoMEDLINK), and mentions licensed providers reviewing patient history. However, no named medical authors or reviewers are identified on the page itself. The FAQ answers are accurate at a surface level but lack depth or clinical nuance expected of expert-authored health content. • Experience Evidence: The page is a commercial FAQ from Hims, a publicly traded telehealth company (Hims & Hers Health, Inc.). There is no first-person patient experience, no named medical professionals authoring the content, and no case studies. The FAQ answers are written from a corporate/service perspective rather than from lived clinical or patient experience. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with LegitScript certification visible in the footer, which is a meaningful third-party pharmacy legitimacy signal. The domain hims.com is well-established in the telehealth space with significant media coverage. The site links to editorial standards and medical experts pages, indicating an organizational commitment to authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses prescription weight loss medications (GLP-1s, Wegovy), medical eligibility criteria, dosage adjustments, long-term medication use, and side effect management. These are clearly health and medical topics that could directly impact a person's physical health decisions. • Potential Harm: Users may make decisions about starting, stopping, or switching prescription medications based on this content. Inaccurate or incomplete information about GLP-1 medications, eligibility, or side effects could lead to health harm. The page advises users on when to speak with providers but does not provide comprehensive medical guidance. • Standards Required: High standards of medical accuracy, named medical authorship or review, clear sourcing of clinical claims, transparent disclosure of commercial intent, and comprehensive safety information are required for YMYL health content of this nature.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear question-and-answer format that directly addresses likely user queries, Covers both commercial/logistical and clinical/medical questions, Includes appropriate safety disclaimers and encourages provider consultation, Clinical trial data is cited with a source reference, Breadcrumb structured data helps with navigation context • Weaknesses: Answers are brief and commercially oriented; lack clinical depth for a health YMYL topic, No information about contraindications, serious adverse effects, or who should NOT use GLP-1 medications, No named medical author or reviewer credited, Missing meta description reduces discoverability and user trust signals, The page title 'FAQs | Hims' is generic and does not specify weight loss context in the title tag • Mc Description: The main content consists of two FAQ sections: 'Membership' (4 questions about the Hims Weight Loss Membership structure, cost, insurance, and FSA/HSA) and 'Medication' (9 questions about medication options, switching from other GLP-1s, video visits, eligibility, state availability, treatment duration, results timeline, and dosage adjustments). Content is organized in an accordion-style format.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting and regulatory oversight'} • {'source': 'LegitScript certification badge displayed in footer, indicating pharmacy legitimacy verification'} • {'source': 'Telehealth Consent & Open Payments disclosure link present, indicating compliance with federal transparency requirements'} • {'source': 'Links to Editorial Standards and Medical Experts pages on the main site, indicating organizational commitment to credibility'} • {'source': 'Canonical URL properly set and Google Site Verification meta tag present, indicating legitimate site management'}

Trust Analysis

Transparency: The page is transparent about its commercial nature as a telehealth service FAQ. Pricing is disclosed clearly. The company identity (Hims & Hers Health, Inc.) is clear in the footer. However, the page lacks transparency about who authored or medically reviewed the FAQ content, which is a meaningful gap for a YMYL health page. • Trust Factors: Publicly traded company with regulatory oversight, LegitScript pharmacy certification, Comprehensive legal disclosures (Terms, Privacy Policy, Telehealth Consent, Consumer Health Data Privacy), Clinical trial citations with source references, Links to medical experts and editorial standards pages on the broader site, Structured data implementation indicates technical sophistication • Distrust Factors: No named medical author or reviewer on the FAQ page itself, No direct contact information on the page, No About page link directly on this page, Missing meta description is a minor technical trust signal gap, Answers are commercially motivated and do not include safety warnings about contraindications or serious side effects

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript approved', 'medical_network': 'Network of state-licensed providers', 'regulatory_status': 'Licensed telehealth platform operating in multiple US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforwardly a commercial FAQ for a telehealth weight loss service. The commercial intent is clear and not hidden. Clinical claims include appropriate disclaimers and source citations. The presentation of clinical trial results (combining two separate trials into a single 'over 30 lbs' claim) is potentially misleading but is clarified in the footnote. No deceptive design patterns, hidden advertising, or false information detected.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful to individuals or groups. It promotes prescription medications through a licensed telehealth platform. The clinical efficacy claims are cited, and appropriate disclaimers are included. The omission of contraindication information is a quality gap rather than active deception or harm. The commercial nature of the content is transparent.

Ads Analysis

Ad Placement: The page metadata indicates ads are present (Has Ads: True), but based on the page content structure, these appear to be internal promotional elements (CTAs to start treatment, app download prompts) rather than third-party display advertising. The footer contains app download CTAs and cross-promotion to forhers.com, which are first-party promotional elements. • User Experience Impact: Internal promotional elements (app download, treatment CTAs) are standard for a commercial telehealth service page and do not appear to obstruct the main FAQ content. The user experience appears clean with FAQ content as the primary focus.

Recommendations

Critical Issues

• No named medical author or reviewer identified on a YMYL health page discussing prescription medications — this is the most significant gap relative to Google's quality standards for health content

• Absence of contraindication and serious adverse effect information for GLP-1 medications creates an incomplete picture that could affect user health decisions

Improvements

• Add named medical author(s) or reviewer(s) with credentials to the FAQ page, with links to their professional profiles

• Include a meta description that accurately summarizes the page content for search engines and users

• Add a dedicated section addressing contraindications, serious side effects, and who should NOT use GLP-1 medications

• Clarify which specific states GLP-1 medications are available in, or provide a tool to check eligibility by state

• Separate the clinical trial data for oral vs. injectable semaglutide more clearly to avoid the impression of a single combined result

• Add direct contact information (phone, email, or chat) on the page for users with urgent questions

• Consider adding an FAQ Schema markup (in addition to BreadcrumbList) to enhance search result appearance

• Add a 'Last reviewed/updated' date to signal content freshness

Strengths

• Hims & Hers Health, Inc. is a publicly traded, regulated company with LegitScript certification, providing strong institutional trust signals

• Clinical trial efficacy claims are cited with a specific source reference, demonstrating commitment to evidence-based content

• Comprehensive legal and privacy disclosures in the footer (Terms, Privacy Policy, Telehealth Consent, Consumer Health Data Privacy Policy) demonstrate regulatory compliance

• Clear, well-organized FAQ format that directly addresses likely user questions about the service

• Appropriate safety disclaimers are included throughout (e.g., consult a provider before stopping treatment, individual results may vary)

70 http://hims.com/weight-loss/foundayo-pill N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:58

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

71

http://hims.com/weight-loss/membership

52

Confidence: 0.78

Needs Work

Analysed: 18 Jun 2026 05:59

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	60	Content Effort	55	Originality
60	Skill	55	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to convert visitors into Hims Weight Loss Membership subscribers by explaining the membership structure, pricing, benefits, and included features such as provider access, care team support, and supplementary wellness resources. • Rating Justification: This is a commercial membership landing page for a legitimate, publicly traded telehealth company. It fulfills its transactional purpose adequately with pricing, process steps, and benefit descriptions. However, as a YMYL health page, it falls short of high standards: no named medical experts, simulated testimonials, no clinical evidence cited, and the noindex tag suggests even the publisher doesn't intend it for search discovery. The content is primarily marketing copy rather than substantive health information.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, well-known telehealth company with LegitScript approval, Pricing and cancellation terms are transparently disclosed, Legal disclaimers and footnotes are present for promotional claims, Structured data (BreadcrumbList) is properly implemented, References to FDA-approved options and licensed providers add credibility • Key Weaknesses: No named medical professionals or credentials on the page, Simulated community interactions disclosed, undermining authenticity, No author information or medical reviewer identified, Page is marked noindex/nofollow, suggesting it may not be intended for organic search, No direct contact information on the page itself, No independent clinical evidence or citations supporting efficacy claims • Trust Evidence: LegitScript certification is present in the footer. The page includes terms and conditions, privacy policy, telehealth consent, and consumer health data privacy policy links. Pricing is disclosed ($39 first month, $149/mo thereafter, medication cost not included). Cancellation terms are explained. However, the page is marked 'noindex, nofollow' in meta robots, no contact info is directly on this page, and no author/medical reviewer is identified. • Expertise Evidence: The page references licensed providers, a dedicated Care Team, 24/7 messaging access, and FDA-approved medication options. However, no specific medical professionals are named or credentialed on this page. The content is marketing-oriented rather than clinically detailed. References to GLP-1 medications and dosage adjustments suggest some medical grounding. • Experience Evidence: The page is a commercial membership/product page for Hims weight loss services. It describes a 4-step process and membership benefits but provides no first-person patient experiences, no real user testimonials with verifiable details, and notes that community interactions shown are 'simulated interactions for illustrative purposes only,' which undermines authentic experience signals. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The site has LegitScript approval (visible in footer), which is a meaningful pharmacy legitimacy signal. The domain hims.com is well-established. Breadcrumb and structured data are properly implemented.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes prescription weight loss medications (GLP-1 drugs), a membership healthcare service involving licensed medical providers, dosage adjustments, and ongoing clinical care. Decisions made based on this page could directly affect a user's physical health and financial situation ($149/month ongoing subscription plus medication costs). • Potential Harm: Users may make healthcare decisions about prescription medications based on marketing claims without adequate clinical context. The page promotes GLP-1 medications without disclosing specific risks, contraindications, or side effect profiles. Financial harm is also possible given the recurring subscription model. • Standards Required: High EEAT standards are required: named and credentialed medical professionals, evidence-based claims with citations, clear risk disclosures, transparent pricing for all components, and verifiable patient outcomes rather than simulated interactions.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear pricing disclosure including the distinction between membership fee and medication cost, Step-by-step enrollment process is easy to understand, Cancellation terms are explained in the FAQ, Footnotes provide important terms and conditions for promotional claims • Weaknesses: Very limited FAQ content (only 2 questions visible) for a complex healthcare service, No information about specific medications, their mechanisms, or clinical evidence, No risk disclosures or contraindication information for prescription medications, Simulated interactions presented as social proof without clear upfront labeling, No information about what happens if a provider determines medication is not appropriate, Medication costs are not disclosed, creating incomplete pricing transparency • Mc Description: The main content is a commercial membership landing page describing the Hims Weight Loss Membership: a 4-step enrollment process, $39 first month/$149/month pricing, access to GLP-1 and other Rx medications, a dedicated Care Team with 24/7 messaging, peer community support, nutrition/exercise guides, meal replacement discounts, and partner benefits. Two FAQ items address what the membership is and its cost.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification displayed in footer, indicating pharmacy legitimacy verification'} • {'source': 'Telehealth Consent & Open Payments disclosure link present, indicating compliance with healthcare transparency regulations'} • {'source': 'Consumer Health Data Privacy Policy link present, indicating compliance with state health data privacy laws'} • {'source': 'Established brand with significant media coverage and advertising presence since 2017'}

Trust Analysis

Transparency: Moderate transparency. Pricing structure is disclosed but incomplete (medication costs excluded). Legal terms are accessible. However, the healthcare provider credentials are not disclosed, and simulated interactions are used without prominent disclosure. The noindex/nofollow meta tag raises questions about the page's canonical status. • Trust Factors: Publicly traded company with SEC reporting obligations, LegitScript pharmacy certification, Comprehensive legal footer with terms, privacy policy, and telehealth consent, Transparent membership pricing with clear disclosure that medication costs are separate, Cancellation terms clearly explained, Footnotes with detailed terms for promotional offers • Distrust Factors: No contact information on the page, No named medical professionals or credentials, Simulated interactions used as social proof, Page marked noindex/nofollow suggesting it may be a test or non-canonical page, Medication costs undisclosed despite being a significant component of total cost, No independent clinical evidence cited for treatment efficacy

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'services': 'Telehealth platform offering prescription medications and healthcare services', 'stock_ticker': 'NYSE: HIMS', 'certifications': ['LegitScript Approved'], 'regulatory_compliance': ['Telehealth Consent & Open Payments', 'Consumer Health Data Privacy Policy']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims • incomplete_pricing_disclosure
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page is marked noindex/nofollow which is unusual for a primary commercial page and may indicate it is a variant/test page

Deception Analysis

Severity: minor • Deception Details: The page contains minor informational deception through omission: medication costs are not disclosed despite being a significant ongoing expense, simulated community interactions could be mistaken for real user activity without reading the small-print disclaimer, and efficacy claims lack substantiation. These are common in telehealth marketing but fall short of full transparency standards for YMYL health content.

Harm Analysis

Severity: low • Harm Details: The page makes vague efficacy claims ('start losing weight as soon as this week,' 'amplifies the impact of medication') without clinical evidence. Simulated community interactions could mislead users about the vibrancy of peer support. Medication costs are explicitly excluded from pricing but not disclosed, making total cost assessment impossible. These are misleading by omission rather than outright false claims.

Ads Analysis

Ad Placement: The page is itself a commercial/promotional page for Hims services. The 'Has Ads: True' signal likely refers to tracking/analytics scripts (Google Tag Manager is present) or promotional elements native to the page rather than third-party display advertising. No external ads appear to be present. • User Experience Impact: The promotional nature of the page is clear and expected for a membership landing page. CTAs are prominent but not obstructive. The overall user experience appears clean and purpose-driven.

Recommendations

Critical Issues

• Page is marked noindex/nofollow - if organic search visibility is desired, this must be corrected

• YMYL health content lacks named medical credentials and clinical evidence, falling below required standards for prescription medication promotion

• Medication costs are completely undisclosed despite being a major component of the total financial commitment

Improvements

• Add named, credentialed medical professionals (physicians, pharmacists) with their qualifications to the page

• Disclose typical medication cost ranges to provide complete pricing transparency

• Replace simulated community interactions with real, verified patient testimonials or remove the social proof section

• Add clinical evidence citations or links to studies supporting GLP-1 medication efficacy

• Expand FAQ section to address common safety questions, contraindications, and what happens if medication is not prescribed

• Add direct contact information (phone, email, or chat) on the page

• Include risk disclosures and common side effects for the medications offered

• If intended for search traffic, remove the noindex/nofollow meta robots directive

Strengths

• Hims is a publicly traded, LegitScript-certified telehealth company with strong brand authority

• Membership pricing and cancellation terms are clearly disclosed

• Legal disclaimers and footnotes for promotional claims demonstrate compliance awareness

• Professional page design with clear user journey and structured data implementation

• Transparent disclosure that community interactions are simulated (though placement could be more prominent)

72

http://hims.com/weight-loss/ozempic-pill

48

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:52

Scores at a Glance

48	PQ Score	54	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	55	Trust	50	Content Effort	55	Originality
55	Skill	45	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to convert visitors into Hims Weight Loss Membership subscribers by presenting Ozempic Pill (semaglutide) as a treatment option, explaining the enrollment process, pricing, and membership benefits. • Rating Justification: This is a commercial product page for a YMYL health topic (prescription GLP-1 medication). The page serves its transactional purpose adequately — it explains what the product is, how it works, pricing, and the enrollment process. However, it contains a potentially misleading meta description (Ozempic is FDA-approved for type 2 diabetes, not weight loss), lacks named medical authors, has no contact information on the page, and provides minimal substantive medical content beyond basic promotional copy. For a YMYL health/medical topic, these gaps lower the quality rating. The page is not harmful or deceptive in a severe way, but it falls short of the high standards required for medical product pages.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, well-known telehealth company with established reputation, Page includes safety disclosures and off-label use acknowledgments, Prescription requirement and provider evaluation process are clearly stated, Structured data and proper trademark attributions present • Key Weaknesses: No named medical authors or credentials displayed on the page, Meta description claims 'FDA approved for weight loss' which is inaccurate for Ozempic specifically, No contact information or about page linked from this page, No clinical citations or references to support efficacy claims, Primarily a commercial conversion page with minimal substantive medical content • Trust Evidence: The page includes important safety information disclosures, notes prescription requirements, mentions clinical eligibility criteria, and discloses that Ozempic is FDA-approved for type 2 diabetes (not weight loss) with off-label use noted. Pricing is disclosed. However, there is no contact info, no author info, no about page linked, and the meta description ('FDA approved for weight loss') is potentially misleading since Ozempic is approved for type 2 diabetes, not weight loss (Wegovy is the weight-loss-approved version). • Expertise Evidence: The page provides basic clinical information about semaglutide (GLP-1 mechanism, dosing instructions, FDA approval status for type 2 diabetes). It correctly notes off-label use for weight loss and mentions provider evaluation. However, there are no named medical authors, no citations to clinical studies, and no detailed clinical guidance. The expertise is implied through the telehealth platform structure rather than demonstrated explicitly. • Experience Evidence: The page is a product/service landing page from Hims, a known telehealth company. It references licensed healthcare providers and a care team, but no direct patient experience stories, testimonials with verifiable details, or first-hand clinical experience are presented on this specific page. The content is promotional rather than experiential. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with significant media coverage and brand recognition. The page correctly attributes Ozempic as a Novo Nordisk trademark and references FDA approval status accurately. However, this specific product page lacks citations, named providers, or external authoritative references.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to a prescription medication (semaglutide/Ozempic) for weight loss and blood sugar management. It involves medical treatment decisions, prescription drug access, and health outcomes. This is unambiguously YMYL — decisions made based on this page could directly affect a user's physical health and safety. • Potential Harm: Users could make decisions about pursuing prescription GLP-1 medication based on incomplete or misleading information. The meta description incorrectly states Ozempic is 'FDA approved for weight loss' when it is approved for type 2 diabetes; weight loss use is off-label. This could mislead users about the regulatory status of the medication they are seeking. Additionally, inadequate medical guidance on this page could lead users to pursue medication without fully understanding risks. • Standards Required: Highest E-E-A-T standards required: named, credentialed medical authors; accurate regulatory claims; comprehensive safety information; clear disclosure of off-label use; accessible contact and about information; citations to clinical evidence.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear enrollment process with 4 defined steps, Transparent pricing disclosure including membership fee structure, FAQ section addresses common practical questions, Includes important safety information and off-label use disclosures in fine print, Product comparison between Ozempic Pill and Wegovy Pill is helpful • Weaknesses: Substantive medical content is very thin — basic mechanism description only, No clinical evidence, study data, or efficacy statistics provided, No named healthcare providers or medical team credentials, The meta description contains a material inaccuracy about FDA approval status, Safety information is buried in fine print rather than prominently featured, No information about contraindications, drug interactions, or who should NOT use this medication, No contact information accessible from this page • Mc Description: The main content is a product detail page for Ozempic Pill offered through Hims's Weight Loss Membership. It includes product description, mechanism of action, dosing instructions, membership enrollment steps, membership benefits, product comparison table, FAQ section, and pricing information.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a widely covered telehealth brand with significant press coverage in major publications (Forbes, WSJ, NYT, etc.)'} • {'source': 'The company operates under state telehealth regulations and employs licensed healthcare providers'} • {'source': 'Hims has established partnerships with licensed pharmacies and operates under FDA and FTC regulatory frameworks'}

Trust Analysis

Transparency: Partial transparency. The page discloses pricing, membership structure, prescription requirements, and off-label use in fine print. However, it lacks named medical professionals, contact information, and the primary promotional claims contain inaccuracies about FDA approval status. The company's public status provides some external accountability. • Trust Factors: Publicly traded company with SEC reporting obligations, Established telehealth brand with years of operation, Includes legal disclosures, trademark attributions, and off-label use notices, Prescription requirement and provider evaluation process described, FSA/HSA eligibility noted, suggesting legitimate medical product, Terms & conditions, privacy policy, and consumer health data privacy policy linked in footer • Distrust Factors: No contact information on this specific page, No named medical authors or provider credentials displayed, Meta description contains inaccurate FDA approval claim, Safety information is minimized/buried in fine print, No about page linked from this page, Commercial conversion focus may prioritize sales over patient safety information

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Operates under state telehealth regulations; employs licensed healthcare providers'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original marketing copy for a legitimate telehealth service, Professional design and structured data implementation, No keyword stuffing or manipulative SEO patterns detected

Deception Analysis

Severity: minor • Deception Details: The page contains one significant informational inaccuracy: the meta description claims Ozempic is 'FDA approved for weight loss' when it is actually FDA-approved for type 2 diabetes. Weight loss use is off-label. This is noted in the fine print of the page body, but the primary promotional claim is misleading. This appears to be a marketing decision to emphasize the weight loss use case rather than intentional deception, but it does constitute misleading information on a YMYL health topic. The page design is not deceptive — the enrollment process, pricing, and membership structure are clearly disclosed.

Harm Analysis

Severity: medium • Harm Details: The page contains a materially misleading claim in its meta description: 'Once daily GLP-1 pill FDA approved for weight loss.' Ozempic (semaglutide) is FDA-approved for type 2 diabetes management, not weight loss. The weight-loss-approved semaglutide product is Wegovy. While the page body does note off-label use in fine print, the primary promotional claim in the meta description is inaccurate and could mislead users about the regulatory status of the medication. This is a meaningful concern for a YMYL health page. However, the page does not appear designed to cause direct physical harm, and the fine print disclosures partially mitigate the misleading headline claim.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but as a product/service page for Hims's own offerings, the 'ads' are primarily the page's own promotional content for its membership and medication services. There are no apparent third-party display ads obstructing content. • User Experience Impact: The commercial nature of the page is clear and expected for a product detail page. The promotional content does not appear to obstruct access to the informational content. The page structure allows users to access FAQ and safety information without significant interference.

Recommendations

Critical Issues

• Meta description falsely claims Ozempic is 'FDA approved for weight loss' — this is a material inaccuracy on a YMYL health page that could mislead users about the regulatory status of a prescription medication

• Complete absence of named medical authors or provider credentials on a prescription medication product page fails YMYL E-E-A-T standards

Improvements

• Correct the meta description immediately — Ozempic is FDA-approved for type 2 diabetes, not weight loss. Update to accurately reflect the off-label nature of weight loss use.

• Add named, credentialed medical authors or a medical review team with credentials to the page

• Prominently feature comprehensive safety information, contraindications, and side effects rather than burying them in fine print

• Add contact information (phone, email, or chat) accessible from this page

• Include citations to clinical studies supporting semaglutide's efficacy for weight loss

• Add an accessible link to an About page describing Hims's medical team and clinical standards

• Expand the medical content to include who should NOT use this medication, drug interactions, and when to seek emergency care

Strengths

• Hims is a publicly traded, established telehealth company with strong brand reputation and regulatory accountability

• Page includes off-label use disclosures and prescription requirement notices in the body content

• Clear pricing transparency and membership structure disclosure

• Professional design with structured data markup and proper trademark attributions

• FAQ section effectively addresses common user questions about the service

73 http://hims.com/weight-loss/science 32

Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:52

Scores at a Glance

28	PQ Score	42	E-E-A-T Overall	30	Experience	40	Expertise
55	Authoritativeness	45	Trust	35	Content Effort	40	Originality
45	Skill	50	Accuracy	60	Reputation		

Page Quality

PQ Rating	low
PQ Score	28

PQ Analysis

Meets Purpose: False • Purpose Description: The stated purpose is to explain the science behind Hims weight loss technology (semaglutide/oral GLP-1 medications). The actual content is a visually-driven marketing page with minimal substantive scientific explanation, serving primarily as a conversion funnel rather than genuine scientific education. • Rating Justification: This is a YMYL health page about weight loss medication science with only 137 words of actual text content. The page is primarily a visual/image-heavy marketing landing page. It lacks author credentials, medical reviewer information, substantive explanatory content, and is explicitly marked noindex by the publisher. For a page claiming to explain 'The Science' of weight loss technology, the content is far too thin and promotional to meet the high standards required for YMYL health topics. The page does not satisfy the informational need implied by its title.

E-E-A-T

Overall	42
Experience	30
Expertise	40
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, LegitScript-approved telehealth company providing baseline credibility, Two scientific citations are present with source links, Breadcrumb structured data is implemented correctly, Footer includes legal links, privacy policy, and telehealth consent disclosures • Key Weaknesses: No named author or medical reviewer on the page, Page is tagged noindex/nofollow by the publisher itself, Extremely thin text content (137 words) for a health/science topic, No contact information on the page, No meta description, Scientific claims about brain mechanisms of Wegovy are acknowledged as 'not fully understood' but presented in a marketing context without adequate nuance • Trust Evidence: The page has a noindex/nofollow meta tag, indicating the company itself does not want it indexed by search engines. There is no contact information on this page, no author attribution, no medical reviewer listed, and no meta description. The LegitScript badge in the footer and links to privacy policy/terms provide minimal trust signals. The noindex directive is a significant trust concern for quality assessment purposes. • Expertise Evidence: The page references Wegovy and semaglutide with two footnoted citations (one to a peer-reviewed journal article on oral semaglutide/SNAC technology), suggesting some scientific grounding. However, there is no named medical author, no credentials displayed, and the scientific claims are embedded in what is primarily a visual/marketing page with only 137 words of actual text content. • Experience Evidence: The page is a marketing/landing page for Hims weight loss products. There is no first-hand patient experience, no case studies with real user accounts, and no practitioner narratives. The content appears to be brand-produced promotional material without demonstrated lived experience. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval displayed in the footer, which provides some baseline authority. The site has an About page and links to medical experts. However, this specific page lacks citations to clinical guidelines, named medical reviewers, or institutional endorsements.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses prescription weight loss medications (semaglutide/Wegovy), their mechanisms of action in the brain, and oral delivery technology (SNAC). These are medical topics directly related to health decisions about prescription drugs. Users may make decisions about pursuing these treatments based on this content. • Potential Harm: Users could make uninformed decisions about prescription weight loss medications based on incomplete or overly promotional scientific information. The page acknowledges that the impact of Wegovy in the brain is 'not fully understood' but presents this in a marketing context that may minimize this uncertainty. Inadequate scientific explanation could lead to unrealistic expectations or failure to seek appropriate medical consultation. • Standards Required: Highest E-E-A-T standards required: named medical authors with credentials, peer-reviewed citations, balanced presentation of risks and benefits, clear distinction between established science and marketing claims, medical reviewer attribution, and comprehensive content that genuinely educates rather than primarily converts.

Main Content

MC Quality	low
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: Structured into logical scientific sub-topics (biology, precision, SNAC), Includes scientific citations with source links, Professional visual presentation, Breadcrumb navigation provides clear site context • Weaknesses: Critically thin text content (137 words) for a page titled 'The Science', Scientific information appears to be embedded in images, making it inaccessible to screen readers and search engines, No substantive written explanation of mechanisms, efficacy data, or safety information, Primarily serves as a marketing conversion page rather than genuine scientific education, No H2 headings to organize content, No meta description, Title 'The Science' overpromises relative to actual content depth • Mc Description: The main content consists of a visually-driven marketing page with sections labeled 'how it works intro,' 'biology,' 'precision,' and 'SNAC technology.' The actual readable text is only 137 words, with scientific content largely embedded in images. Two footnotes reference scientific sources. The page functions as a conversion funnel toward Hims weight loss treatment membership.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript pharmacy verification badge displayed in footer, indicating compliance with pharmacy standards'} • {'source': 'Telehealth Consent & Open Payments disclosure link in footer indicates compliance with healthcare transparency regulations'} • {'source': 'Consumer Health Data Privacy Policy link indicates compliance with state health data privacy laws'} • {'source': 'Links to medical experts page (/our-medical-experts) suggests medical oversight structure'}

Trust Analysis

Transparency: Moderate transparency at the company level (public company, LegitScript, legal disclosures) but low transparency at the page level (no author, no reviewer, no contact, noindex tag). The company's overall infrastructure suggests legitimate operation, but this specific page lacks the transparency signals expected for YMYL health content. • Trust Factors: Publicly traded company with SEC oversight, LegitScript approved pharmacy, Legal compliance disclosures (telehealth consent, open payments, consumer health data privacy), Structured data implementation, Links to About page and medical experts, Scientific citations with source links present • Distrust Factors: No contact information on this specific page, No named author or medical reviewer, Page marked noindex/nofollow by publisher, Extremely thin content for a health science page, No meta description, Scientific claims partially embedded in images rather than accessible text, Primary purpose appears to be conversion rather than education

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'legitscript': 'Approved', 'medical_team': 'Medical experts page referenced at /our-medical-experts', 'stock_listing': 'NYSE: HIMS', 'telehealth_license': 'Licensed telehealth provider'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_claims • promotional_content_presented_as_science
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page is marked noindex/nofollow, suggesting it is not intended for organic search traffic and may be a direct-traffic or paid-traffic landing page

Deception Analysis

Severity: minor • Deception Details: The page title 'The Science' creates an expectation of substantive scientific content that the page does not fulfill. This is a form of informational deception — not malicious, but the gap between the implied promise (scientific education) and the actual delivery (marketing landing page) is significant. The page does not use dark patterns or deliberately obstruct content, but the framing of promotional content as scientific explanation is misleading.

Harm Analysis

Severity: low • Harm Details: The page title 'The Science' implies comprehensive scientific education about weight loss technology, but the actual content is a thin marketing page. This creates a misleading impression about the depth of scientific information provided. The acknowledgment that Wegovy's brain mechanism is 'not fully understood' is buried in a footnote while the marketing framing presents the technology as a breakthrough 'new era.' This gap between implied and actual scientific rigor could mislead users into overconfidence about the scientific basis of the treatments being marketed.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but given this is a brand's own product page (Hims marketing their own weight loss treatments), the 'ads' are likely first-party promotional content integrated into the page design rather than third-party display advertising. The page itself is essentially an advertisement for Hims weight loss services. • User Experience Impact: The promotional nature of the content is the primary user experience concern rather than intrusive ad placement. The page design appears clean without obvious interstitial or pop-up advertising based on the available data.

Recommendations

74 http://hims.com/weight-loss/wegovy-pen 55

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:55

Scores at a Glance

52	PQ Score	54	E-E-A-T Overall	35	Experience	55	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	50	Originality
60	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product listing and conversion page for Wegovy injectable semaglutide, guiding users to enroll in the Hims Weight Loss Membership and obtain a prescription through their telehealth platform. • Rating Justification: This is a commercial product detail page (PDP) for a prescription weight-loss medication (Wegovy) sold through a telehealth platform. It fulfills its transactional purpose adequately — explaining the product, pricing, mechanism, and enrollment process. However, as a YMYL health page, it falls short of the higher standards required: no named medical authors, no About page, a meta description error referencing the wrong brand, and limited depth of clinical information beyond marketing claims. The page is functional and not deceptive, but does not meet the highest quality bar for health-related commercial content.

E-E-A-T

Overall	54
Experience	35
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: References FDA-approved medication with accurate regulatory framing, Transparent pricing and membership structure disclosed, Structured data (Product + BreadcrumbList schema) implemented correctly, Hims is a well-known, publicly traded telehealth company with established reputation, Includes safety information link and clinical data citations • Key Weaknesses: No named medical author, reviewer, or clinical expert credited on the page, No visible contact information or About page link in the excerpt, Meta description references 'Hers' brand on a 'Hims' URL — indicates content error, No patient testimonials or real-world experience evidence, Primarily a commercial sales page with limited independent medical depth • Trust Evidence: The page includes important safety information links, FSA/HSA eligibility disclosure, membership cost transparency ($39 first month, $149/mo thereafter), and a disclaimer that prescriptions are not guaranteed. Structured data is implemented. However, no contact info, about page, or named medical reviewers are present in the excerpt. The meta description incorrectly references 'Hers' for a 'Hims' URL, suggesting a content management inconsistency. • Expertise Evidence: The page references FDA approval, clinical trial data (35 lbs average weight loss in one year), semaglutide mechanism of action (GLP-1 hormone mimicry), dosage ranges (0.25mg–7.2mg), and injection instructions. However, no named medical professionals, pharmacists, or clinical authors are credited. The content reflects general pharmaceutical marketing rather than deep clinical expertise. • Experience Evidence: No personal patient experience or testimonials from real users are visible in the excerpt. The page is a commercial product listing without first-hand accounts of using Wegovy. No author with lived experience is identified. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (Hims & Hers Health, Inc.) with significant brand recognition in the direct-to-consumer healthcare space. The page references FDA-approved medication (Wegovy/semaglutide by Novo Nordisk), structured data with Product schema, and breadcrumb navigation indicating an established site architecture. The brand is covered by major media outlets.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly facilitates access to a prescription-only injectable medication (semaglutide/Wegovy) for weight loss. It involves medical treatment decisions, dosage information, and health outcomes. Users may make significant health decisions based on this content, including initiating a prescription drug regimen. • Potential Harm: Users could make uninformed decisions about starting a GLP-1 injectable medication without adequate understanding of contraindications, side effects, or whether they are appropriate candidates. The page's marketing framing may downplay risks. Incorrect dosage or self-administration without proper medical supervision could cause harm. • Standards Required: Highest E-E-A-T standards apply: named medical professionals should review and be credited, comprehensive safety information must be prominently displayed, claims must be accurately sourced, and the platform's medical oversight model must be clearly explained.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product description with mechanism of action explained in accessible language, Transparent 4-step enrollment process reduces user uncertainty, Product comparison between Pen and Pill formats helps users make informed choices, Pricing and membership costs are disclosed upfront with appropriate disclaimers, FSA/HSA eligibility noted, which is practically useful for users • Weaknesses: No visible side effects or contraindications section in the main content excerpt, Safety information is referenced but not prominently integrated into the main content flow, No H2 headings used, reducing content scannability and SEO structure, Clinical citations are minimal and not fully accessible (footnote '1. See source' without inline reference), No patient success stories, testimonials, or real-world outcome data presented • Mc Description: The main content is a product detail page for Wegovy injectable semaglutide, covering: product overview, mechanism of action, administration instructions, enrollment process (4 steps), membership benefits, product comparison (Pen vs. Pill), and pricing. It is structured as a conversion-focused commercial page.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has been covered by major outlets including Forbes, CNBC, and The Wall Street Journal as a leading telehealth platform'} • {'source': 'The platform operates under state medical board regulations and employs licensed healthcare providers'} • {'source': 'Wegovy (semaglutide) is an FDA-approved medication manufactured by Novo Nordisk, lending credibility to the product itself'}

Trust Analysis

Transparency: Moderate transparency: pricing, membership structure, and prescription process are disclosed. However, the absence of named medical professionals, contact information, and a visible About page reduces transparency for a YMYL health platform. The brand inconsistency in the meta description is a notable quality control failure. • Trust Factors: Publicly traded company with SEC reporting obligations, Sells FDA-approved prescription medication through licensed provider network, Transparent membership pricing with clear disclaimers, Structured data implemented correctly, Requires provider evaluation before prescribing — not a direct-to-consumer drug sale, FSA/HSA eligibility indicates integration with regulated financial health accounts • Distrust Factors: No named medical authors or clinical reviewers on the page, No visible contact information in the page excerpt, No About page link visible, Meta description brand error (Hers vs. Hims) suggests quality control issues, Dosage range claim (0.25mg–7.2mg) may be inaccurate or misleading without clarification, Heavy commercial focus with limited independent safety information

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform offering prescription medications and wellness products', 'regulatory_status': 'Operates licensed telehealth provider network; sells FDA-approved prescription medications'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original commercial copy for a legitimate telehealth product, No keyword stuffing, cloaking, or manipulative link patterns evident

Deception Analysis

Severity: minor • Deception Details: The page is a straightforward commercial product page. Pricing, membership requirements, and the prescription process are disclosed. The meta description error (referencing 'Hers' instead of 'Hims') appears to be a content management mistake rather than intentional deception. Marketing language ('Lose up to 25% or more') uses optimistic framing but is qualified with footnotes. The page does not appear designed to deceive users about the nature of the product or service.

Harm Analysis

Severity: low • Harm Details: The page promotes a legitimate FDA-approved prescription medication through a licensed telehealth platform. It includes a provider evaluation step before prescribing and states prescriptions are not guaranteed. The content is not inherently harmful, though the marketing framing minimizes discussion of risks and side effects. The meta description brand error (Hers vs. Hims) is a content quality issue, not a deceptive practice. The dosage range claim (up to 7.2mg) warrants scrutiny but does not constitute clear misinformation.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but as a commercial product page for the site's own product (Wegovy Pen), the 'ads' likely refer to promotional content or retargeting pixels rather than third-party display advertising. The page itself is essentially a commercial landing page. • User Experience Impact: The commercial nature of the page is clear and expected. No evidence of intrusive third-party ads obstructing the main content. The page appears to be a clean product detail page with standard e-commerce UX patterns.

Recommendations

Critical Issues

• No named medical author or clinical reviewer — critical gap for a YMYL prescription medication page that could affect Google's quality assessment

• Meta description brand inconsistency (Hers vs. Hims) indicates content quality control failure that should be corrected immediately

Improvements

• Add named medical reviewer(s) or clinical author credits with credentials (e.g., 'Reviewed by [Name], MD, Board-Certified in Obesity Medicine') to meet YMYL E-E-A-T standards

• Fix the meta description brand error — it currently references 'Hers' on a Hims URL, which undermines credibility and may confuse users

• Clarify the dosage range claim (0.25mg–7.2mg) — standard Wegovy dosing tops at 2.4mg/week; if 7.2mg refers to a different formulation, this needs explicit explanation

• Add H2 headings to improve content structure, scannability, and SEO signals

• Include a visible link to contact information and an About/Company page to improve trust signals

• Integrate a more prominent and accessible safety information section (side effects, contraindications, who should not use Wegovy) within the main content flow rather than just a link

• Provide inline citations with accessible links for clinical claims (35 lbs average loss, 25% body weight reduction) rather than a vague 'See source' footnote

• Consider adding patient testimonials or real-world outcome data with appropriate disclaimers to demonstrate experience

Strengths

• Legitimate, publicly traded telehealth company (NYSE: HIMS) with established brand reputation and media coverage

• FDA-approved prescription medication with accurate regulatory framing and transparent enrollment process

• Clear pricing transparency including membership costs, disclaimers about prescription not being guaranteed, and FSA/HSA eligibility

• Well-implemented structured data (Product + BreadcrumbList schema) and professional UX design

• Useful product comparison feature (Pen vs. Pill) that helps users make informed treatment format decisions

75

http://hims.com/weight-loss/wegovy-pill

54

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:51

Scores at a Glance

52	PQ Score	55	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	55	Trust	60	Content Effort	55	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial product listing to inform users about Wegovy Pill (oral semaglutide) and convert them into Hims Weight Loss Membership subscribers. It communicates product features, pricing, how-it-works steps, and comparison with the injectable version. • Rating Justification: This is a commercial product page for a prescription weight-loss medication on a YMYL topic. While it sells a legitimate FDA-approved product and discloses pricing and membership terms, it lacks named medical authorship, inline citations, visible contact information, and comprehensive safety information. The content is primarily marketing copy rather than medically authoritative content. For a YMYL health/medication page, these gaps prevent a High or High+ rating. It avoids Lowest/Low because the product is genuine, the company is reputable, and some transparency exists.

E-E-A-T

Overall	55
Experience	45
Expertise	55
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Sells a genuine FDA-approved branded medication (Wegovy by Novo Nordisk), Discloses pricing, membership requirements, and billing terms with footnotes, References clinical evidence and FDA approval status, Proper structured data (Product, BreadcrumbList schemas) implemented, FSA/HSA eligibility noted, indicating legitimate healthcare commerce • Key Weaknesses: No named medical author, physician, or pharmacist credited on the page, No visible contact information or About page link in the content, No inline citations or links to clinical studies supporting efficacy claims, Asterisked claims (e.g., '32 lbs', 'up to 20%') lack immediate source links, Heavy marketing tone with limited balanced safety information visible • Trust Evidence: No author information is present. No contact information is visible in the excerpt. No About page link is detected. The page has ads present. Important safety information is referenced but not fully displayed in the excerpt. Pricing and membership terms are disclosed with asterisks and fine print, which is a positive transparency signal. • Expertise Evidence: The page references FDA approval, clinical trial data (32 lbs average weight loss, up to 20% body weight), semaglutide mechanism of action, and the SNAC molecule technology from Novo Nordisk. However, no named medical authors, pharmacists, or physicians are credited. No citations to peer-reviewed studies are provided inline. • Experience Evidence: The page is a commercial product listing from Hims, a telehealth company. There is no first-hand patient experience, no case studies, and no testimonials visible in the excerpt. The content is marketing-oriented rather than experiential. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition in the men's health space. The page sells a genuine FDA-approved branded medication (Wegovy) from Novo Nordisk, lending some authority. Structured data is implemented correctly. The breadcrumb and product schema are properly formed.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes and facilitates the purchase of a prescription-only FDA-approved medication (semaglutide/Wegovy) for weight loss. Decisions made based on this page directly affect a user's physical health, medical treatment choices, and financial commitments to a subscription service. • Potential Harm: Users could make uninformed decisions about starting a GLP-1 medication without adequate understanding of contraindications, side effects, or whether they are medically eligible. Incomplete safety information could lead to health harm. Financial harm is possible from subscription commitments without full understanding of terms. • Standards Required: Highest E-E-A-T standards required: named licensed medical professionals, comprehensive safety disclosures, citations to clinical evidence, clear contact and support information, transparent pricing without hidden fees, and balanced presentation of risks and benefits.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product description with mechanism of action (GLP-1, semaglutide, SNAC molecule), Transparent pricing structure with membership fee disclosure, Step-by-step enrollment process clearly explained, Comparison between pill and pen formats helps users make informed choices, Dosing instructions are specific and actionable • Weaknesses: No comprehensive safety information, side effects, or contraindications presented, No named healthcare professionals or medical reviewers credited, Efficacy claims lack inline citations or links to supporting studies, Content is primarily promotional with insufficient balanced medical information for a prescription drug page, No FAQ section addressing common patient concerns about GLP-1 medications, Actual word count of substantive content is much lower than 2,418 due to large volume of CSS code in the excerpt • Mc Description: The main content is a commercial product page for Wegovy Pill (oral semaglutide) sold through Hims's telehealth platform. It covers product description, mechanism of action, dosing instructions, pricing, membership model, how-it-works steps, and a comparison with the injectable Wegovy Pen.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health is a publicly traded company on NYSE (ticker: HIMS), providing public financial accountability'} • {'source': 'Hims is a licensed telehealth platform operating across multiple US states with state pharmacy board oversight'} • {'source': 'The page sells genuine branded Wegovy (semaglutide) from Novo Nordisk, a major pharmaceutical manufacturer'} • {'source': 'FSA/HSA eligibility designation indicates compliance with IRS healthcare product standards'} • {'source': 'Hims has received coverage in major financial and health media outlets (Forbes, CNBC, Healthline)'}

Trust Analysis

Transparency: Partial transparency: pricing and membership terms are disclosed with footnotes, the provider evaluation step is mentioned, and the medication's FDA-approved status is clearly stated. However, the absence of named medical professionals, contact information, and comprehensive safety disclosures reduces overall transparency for a YMYL health page. • Trust Factors: Publicly traded company with regulatory and financial disclosure obligations, Sells genuine FDA-approved branded medication, not compounded or unverified alternatives, Transparent membership pricing with clear billing terms and asterisk disclosures, Proper schema markup and technical implementation suggest professional development, References provider evaluation process before prescribing, indicating medical oversight • Distrust Factors: No named medical author or reviewer on the page, No visible contact information in the page content, No About page link detected in the structure, Safety information is minimized relative to marketing content, Efficacy claims lack immediately accessible citations

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform and direct-to-consumer health company', 'regulatory_status': 'Licensed telehealth provider operating in multiple US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected; content is original commercial copy for a legitimate product, No keyword stuffing or scaled content patterns observed, No suspicious patterns flagged in the page structure data

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in purpose or design — it clearly presents itself as a commercial product page for Wegovy Pill from Hims. However, there are minor informational concerns: 'up to 20% body weight loss' represents maximum outcomes and could create unrealistic expectations; efficacy claims use asterisks that reference sources not immediately visible. These are common marketing practices but fall short of full informational transparency for a prescription medication.

Harm Analysis

Severity: low • Harm Details: The page uses 'up to 20% body weight loss' framing which represents maximum outcomes rather than typical outcomes, potentially creating unrealistic expectations. The '32 lbs average' claim lacks an immediately accessible citation. Safety information is referenced but not substantively presented, which could lead users to underestimate risks of a prescription GLP-1 medication. These are minor misleading elements rather than severe deception.

Ads Analysis

Ad Placement: Ads are present on the page as indicated in the page structure data. Given this is a commercial e-commerce/telehealth page, ads are expected and contextually appropriate. No evidence of interstitial or obstructive ad placement is indicated. • User Experience Impact: Minimal negative impact expected. The page's primary commercial purpose aligns with the presence of promotional content. Ads do not appear to obstruct the main content based on available structural data.

Recommendations

Critical Issues

• Absence of named medical authorship or review on a prescription medication page is a critical E-E-A-T gap for YMYL health content

• Safety information is insufficiently prominent for a prescription GLP-1 medication page — this is a regulatory and quality concern

Improvements

• Add named, credentialed medical reviewers (MD, DO, or PharmD) with visible credentials and review dates to all health content

• Include comprehensive safety information, contraindications, and common side effects prominently on the page rather than just referencing 'Important safety information'

• Add inline citations with links to peer-reviewed clinical studies supporting efficacy claims (32 lbs average loss, 20% body weight)

• Add visible contact information (phone, email, or chat) and a clear link to an About/Company page

• Replace 'up to 20% body weight loss' with average outcome data to avoid misleading users about typical results

• Include a FAQ section addressing common patient questions about GLP-1 medications, eligibility criteria, and what happens if not prescribed

Strengths

• Sells a genuine FDA-approved branded medication (Wegovy by Novo Nordisk), not compounded or unverified alternatives

• Transparent membership pricing with clear billing terms and footnote disclosures

• Proper structured data implementation (Product and BreadcrumbList schemas)

• Clear step-by-step enrollment process with provider evaluation step indicating medical oversight

• Hims is a publicly traded, regulated telehealth company providing baseline institutional credibility

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http://hims.com/weight-loss/zepbound-kwikpen

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:58

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

77

http://hims.com/weight-loss/zepbound-vial

52

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:59

Scores at a Glance

52	PQ Score	50	E-E-A-T Overall	35	Experience	50	Expertise
60	Authoritativeness	55	Trust	55	Content Effort	50	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for Zepbound Vial offered through Hims's telehealth weight loss membership, directing users to sign up for a consultation and potential prescription. • Rating Justification: This is a legitimate commercial product page from a known telehealth company for an FDA-approved prescription medication. It meets basic standards for a product listing page: clear pricing, mechanism of action, how-to-use instructions, and FAQ. However, for a YMYL health topic involving a prescription drug, the lack of named medical reviewers, absence of full safety information, missing contact details, and thin clinical content prevent a higher rating. The page serves its commercial purpose adequately but falls short of the higher E-E-A-T standards required for medical/pharmaceutical content.

E-E-A-T

Overall	50
Experience	35
Expertise	50
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Hims is a well-known, publicly traded telehealth company with regulatory oversight, Proper FDA approval claims with footnote references, Transparent pricing structure including membership fees, Correct trademark disclaimers for Eli Lilly products, Structured data implemented correctly • Key Weaknesses: No named medical author or clinical reviewer identified, No contact information visible on the page, No links to full prescribing information or clinical trial sources, Meta description error ('Hers' instead of 'Hims') suggests quality control issues, No patient reviews or real-world experience content, Safety information is referenced but not substantively presented on the page • Trust Evidence: No contact information visible on the page, no named author or medical reviewer, no about page linked. The page does include important safety information references, FSA/HSA eligibility, and proper trademark disclaimers. Pricing is disclosed with membership fee structure. The meta description contains a minor inaccuracy (says 'Hers' instead of 'Hims'). • Expertise Evidence: References to FDA approval, clinical data (up to 21% body weight loss), tirzepatide mechanism (GLP-1 and GIP receptors), and dosing instructions suggest some medical knowledge. However, no named medical authors, no citations to specific clinical trials, and no detailed prescribing information are present. • Experience Evidence: No patient testimonials with verifiable details, no case studies, no first-person accounts of using Zepbound. The page is a commercial product listing without experiential content from real users or clinicians. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (Hims & Hers Health, NYSE: HIMS) with significant brand recognition in the DTC healthcare space. The page correctly identifies Zepbound as an FDA-approved medication and properly disclaims trademark ownership by Eli Lilly. Structured data and breadcrumb schema are implemented correctly.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes and facilitates access to a prescription GLP-1 injectable medication (tirzepatide/Zepbound) for weight loss. Prescription medications directly affect physical health and safety. Users making decisions based on this page could experience significant health consequences if they receive inappropriate prescriptions or lack adequate safety information. • Potential Harm: Users may pursue a prescription medication without fully understanding contraindications, side effects, or whether they are appropriate candidates. The page minimizes safety information while emphasizing benefits. Inadequate medical oversight claims could lead to inappropriate use of a powerful injectable medication. • Standards Required: Highest E-E-A-T standards required: named medical professionals, comprehensive safety information, links to full prescribing information, clear eligibility criteria, and transparent clinical evidence citations.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear pricing transparency including membership fees and medication costs, Useful product comparison between Vial and KwikPen formats, FAQ section addresses practical user questions about eligibility, insurance, and process, Proper trademark disclaimers and FDA approval claims • Weaknesses: Insufficient safety information for a prescription injectable medication, No links to full prescribing information or patient medication guide, No named medical professionals or clinical reviewers, The '21% body weight loss' claim lacks an accessible citation, No information about contraindications, serious side effects, or who should NOT use this medication, Content length (2221 words) is dominated by CSS code rather than substantive medical content, Missing information about the vial-specific preparation and administration requirements • Mc Description: The main content is a commercial product page for Zepbound Vial, covering product overview, active ingredient (tirzepatide), dosing instructions, membership pricing, a 4-step enrollment process, product comparison (Vial vs. KwikPen), and an FAQ section. The content is marketing-oriented rather than medically informative.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting requirements and public financial scrutiny'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards across the US'} • {'source': 'Hims has received significant press coverage from major outlets including Forbes, WSJ, and healthcare trade publications'} • {'source': 'The company is registered with the FDA as a telehealth facilitator and works with licensed pharmacies'} • {'source': 'Hims has an established Better Business Bureau profile and is subject to FTC advertising standards'}

Trust Analysis

Transparency: Moderate transparency. Pricing is clearly disclosed including the membership fee structure. Trademark ownership is properly disclaimed. However, the absence of named medical professionals, contact information, and comprehensive safety disclosures on a prescription medication page represents a significant transparency gap for YMYL content. • Trust Factors: Publicly traded company with regulatory oversight and financial transparency, Legitimate telehealth business model with licensed providers, Proper FDA approval claims with footnote references, Correct trademark disclaimers indicating legal compliance, Transparent membership pricing structure, Requires provider evaluation before prescribing — not direct-to-consumer drug sales, FSA/HSA eligibility indicates compliance with IRS healthcare standards • Distrust Factors: No contact information visible on the product page, No named medical author or clinical reviewer, No about page linked from this product page, Meta description error ('Hers' instead of 'Hims') suggests quality control issues, Minimal safety information for a prescription medication, No links to full prescribing information or FDA drug label, Commercial incentives may bias presentation of benefits vs. risks

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims, Inc. (Hims & Hers Health, Inc.)', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform and DTC healthcare company', 'regulatory_status': 'Licensed telehealth operator working with state-licensed medical providers'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	incomplete_safety_information • misleading_meta_description
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Meta description contains 'Hers' instead of 'Hims' suggesting possible template reuse from sister site, but this is a quality control issue rather than spam

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive, but contains informational imbalance. The meta description error ('Hers' instead of 'Hims') is likely a copy-paste mistake rather than intentional deception. The heavy emphasis on benefits (21% weight loss, FDA approved) with minimal safety information creates an incomplete picture of the medication, which could be considered misleading by omission for a YMYL health topic. The page does not hide its commercial purpose.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in two ways: (1) The meta description incorrectly states 'now available with Hers' on a Hims-branded page, suggesting copy-paste errors that undermine trust. (2) The page heavily emphasizes benefits (21% weight loss, FDA approved, clinically proven) while providing minimal safety information for a prescription injectable medication. This imbalance could lead users to underestimate risks. However, the page does require provider evaluation before prescribing, which mitigates direct harm.

Ads Analysis

Ad Placement: The page is itself a commercial product page (essentially an advertisement for Hims's Zepbound offering). The 'Has Ads: True' flag likely refers to the page's own promotional CTAs ('Get started', 'Join Hims') rather than third-party display advertising. These are native to the page's commercial purpose. • User Experience Impact: The commercial CTAs are integrated into the page flow and do not obstruct content access. The page's primary purpose is conversion, so promotional elements are expected and appropriate for the context.

Recommendations

Critical Issues

• YMYL health page lacks named medical reviewer — this is a critical E-E-A-T deficiency for prescription medication content

• Insufficient safety information for a prescription injectable medication creates potential for uninformed medical decision-making

• Meta description error ('Hers' instead of 'Hims') indicates quality control failures that undermine trust

Improvements

• Add named medical author/reviewer with credentials (e.g., 'Medically reviewed by [Name], MD, Board-Certified [Specialty]')

• Include comprehensive safety information: contraindications, serious side effects (thyroid tumors, pancreatitis), drug interactions, and who should not use Zepbound

• Add links to the full FDA prescribing information and patient medication guide for Zepbound

• Fix the meta description error ('Hers' should be 'Hims') and implement a quality review process

• Provide accessible citations for clinical claims (e.g., link to the SURMOUNT trial for the 21% weight loss figure)

• Add contact information (phone, email, or chat) to the product page

• Include specific information about vial preparation and administration that distinguishes it from the KwikPen

• Add an 'About Hims' or 'Our Medical Team' link to establish organizational credibility

Strengths

• Legitimate, publicly traded telehealth company with regulatory oversight provides baseline trustworthiness

• Transparent pricing structure including membership fees prevents hidden cost surprises

• Proper FDA approval claims and trademark disclaimers demonstrate legal compliance

• Provider evaluation requirement before prescribing adds a meaningful safety layer

• Structured data implementation and technical SEO are well-executed

78 https://hims.com 68

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:34

Scores at a Glance

62	PQ Score	71	E-E-A-T Overall	62	Experience	70	Expertise
78	Authoritativeness	72	Trust	55	Content Effort	60	Originality
65	Skill	60	Accuracy	78	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial homepage for a men's telehealth platform, directing users to treatment categories (ED, weight loss, hair loss, mental health) and encouraging sign-up/consultation. It successfully communicates the brand's service offerings. • Rating Justification: Hims.com is a legitimate, well-known telehealth platform for men's health. The homepage serves as a commercial landing page for a YMYL health service. While the company has strong brand authority and regulatory standing, the homepage itself provides limited substantive medical content — it is primarily a marketing/navigation page with CSS-heavy rendering. For a YMYL health topic, the homepage meets basic quality standards as a commercial entity but does not demonstrate deep medical expertise directly on the page. The presence of an About page, structured data, and legitimate business operations elevate it above low quality, but the lack of contact info, author credentials, and substantive health content on the homepage prevent a high rating.

E-E-A-T

Overall	71
Experience	62
Expertise	70
Authoritativeness	78
Trust	72

E-E-A-T Analysis

Key Strengths: Publicly traded company with regulatory accountability, Established brand with significant market presence and media coverage, Operates under telehealth regulations with licensed providers, Has About page and structured data implementation, Legitimate business with real operational history since 2017 • Key Weaknesses: No visible contact information on homepage, No author/physician credentials displayed on homepage, Homepage content is primarily marketing/CSS rather than substantive medical information, Claims like 'Lose up to 25% body weight*' require careful scrutiny for accuracy, Lack of transparent medical advisory board information on homepage • Trust Evidence: The site uses HTTPS, has structured data, an About page, and is a publicly traded company with regulatory oversight. However, the homepage lacks visible contact information, no direct physician author attribution, and the main content excerpt is almost entirely CSS/JavaScript code rather than substantive medical content. The site sells prescription medications online which requires trust signals. • Expertise Evidence: The platform connects users with licensed healthcare providers and offers prescription treatments. Meta description references 'expert-backed weight loss care' and 'in-depth lab testing.' The site is a legitimate telehealth company (Hims & Hers Health, Inc., NYSE: HIMS) with medical professionals on staff. However, no specific physician credentials or medical advisory board is visible on this homepage. • Experience Evidence: Hims is an established telehealth platform with real-world operational experience providing medical services. The homepage references actual treatment categories (ED, weight loss, hair loss, mental health) and mentions lab testing, suggesting operational depth. However, the extracted content is predominantly CSS/JS code with minimal readable patient-facing content demonstrating lived experience. • Authoritativeness Evidence: Hims & Hers is a publicly traded company (NYSE: HIMS), widely covered in mainstream media, and is a recognized brand in the telehealth space. It has been featured in major publications and has significant market presence. The domain hims.com is well-established with strong brand recognition in men's health telehealth.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hims.com directly provides telehealth medical services including prescription medications for erectile dysfunction, weight loss (GLP-1 medications), mental health treatment, and hair loss. Users make health decisions and potentially receive prescription treatments based on this platform. This is unambiguously YMYL — it directly impacts physical health and safety. • Potential Harm: Users could make inappropriate health decisions, receive incorrect treatments, or be misled by marketing claims (e.g., '25% body weight loss') without adequate medical supervision. Prescription medication access through telehealth carries inherent health risks if not properly managed. • Standards Required: Highest E-E-A-T standards required. Must demonstrate licensed medical professionals, clear safety information, accurate health claims with proper disclaimers, transparent pricing, and accessible customer support. Regulatory compliance with telehealth laws is essential.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear value proposition communicated in title and meta description, Well-organized service categories (hair, ED, weight loss, mental health), Professional brand presentation, Structured data implementation aids search understanding • Weaknesses: Extremely limited readable text content (1925 words but mostly CSS/JS), No substantive health information on homepage, Missing contact information, No visible physician or medical expert attribution, Marketing-heavy with minimal educational health content • Mc Description: The main content of the homepage is a commercial landing page for men's telehealth services. Key visible content includes: H1 'The care you've always deserved,' H2s about weight loss breakthrough and lab testing, and navigation to treatment categories. The bulk of the extracted content is CSS/JavaScript code, making it difficult to assess the full readable content. The page appears to feature product/service cards, testimonials (implied by 43 images), and CTAs.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	NYSE publicly traded company (HIMS) • Major media coverage (Forbes, WSJ, NYT) • BBB accreditation status • Telehealth regulatory compliance • App store presence with user reviews

Trust Analysis

Transparency: Moderate transparency — the company is publicly traded and subject to SEC disclosure requirements, which provides significant external accountability. However, the homepage itself lacks direct contact information and medical professional credentials, which are important trust signals for a YMYL health platform. • Trust Factors: Publicly traded company with SEC regulatory oversight, Established brand since 2017 with millions of customers, Licensed healthcare providers on platform, HTTPS secure connection, Structured data implementation, About page present, Major brand partnerships and media presence, Operates under state telehealth regulations • Distrust Factors: No visible contact information on homepage, No physician/author credentials displayed, Aggressive marketing claims without immediate qualification, Prescription medication sales model requires careful trust evaluation, No visible customer service information

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'headquarters': 'San Francisco, CA', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Publicly traded, telehealth regulated'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The site clearly presents itself as a men's telehealth platform. Marketing claims like '25% body weight loss' use asterisks suggesting proper qualification exists. The A/B testing infrastructure (GrowthBook) is standard commercial practice. The site's purpose as a commercial telehealth service is transparent.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified. The '25% body weight loss' claim could be considered potentially misleading marketing if not properly qualified, but this is a common industry practice with asterisk disclaimers. The platform operates under telehealth regulations and provides legitimate medical services. No content targeting vulnerable groups negatively or spreading health misinformation was identified in the extracted content.

Ads Analysis

Ad Placement: The page is flagged as having ads, but as a commercial homepage, these are likely promotional content for Hims' own services rather than third-party display advertising. The site uses GTM for tracking which may include remarketing pixels. • User Experience Impact: Minimal negative impact expected. As a commercial homepage, promotional content is expected and appropriate. No indication of intrusive interstitials or pop-ups that would obstruct main content access.

Recommendations

Critical Issues

• Missing contact information on homepage is a significant trust gap for a YMYL health platform

• No visible medical professional credentials or author attribution on homepage — critical for health E-E-A-T

Improvements

• Add visible contact information (phone, email, or chat) to the homepage for trust and accessibility

• Display medical advisory board or key physician credentials prominently on the homepage

• Add clear, immediate disclaimers for health claims like '25% body weight loss' rather than relying solely on asterisks

• Include brief substantive health content or links to educational resources to demonstrate medical expertise

• Add visible customer service/support information to improve trust signals for YMYL health content

• Consider adding trust badges (HIPAA compliance, state licensing, BBB) to the homepage

• Improve transparency about the telehealth consultation process and prescription fulfillment

Strengths

• Publicly traded company with strong external accountability and regulatory oversight

• Well-established brand with significant market presence and positive media reputation

• Sophisticated technical implementation with proper security (HTTPS), structured data, and performance monitoring

• Clear service categorization making it easy for users to find relevant health treatments

• Legitimate telehealth business model with licensed healthcare providers

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https://hims.com/

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Confidence: 0.78

Should Rank

Analysed: 18 Jun 2026 05:34

Scores at a Glance

65	PQ Score	71	E-E-A-T Overall	62	Experience	70	Expertise
78	Authoritativeness	72	Trust	60	Content Effort	65	Originality
68	Skill	60	Accuracy	78	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	65

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial homepage for a men's telehealth platform, directing users to services for ED, weight loss, hair loss, and mental health. It aims to convert visitors into patients/subscribers. • Rating Justification: Hims is a legitimate, well-known telehealth platform serving a clear YMYL purpose. The homepage functions as a commercial landing page directing users to healthcare services. While the brand has strong external authority and regulatory compliance, the homepage itself lacks transparency features expected for YMYL content (no contact info, no provider credentials, no medical disclaimers visible). The page meets its commercial purpose but falls short of the highest standards required for health-related YMYL pages.

E-E-A-T

Overall	71
Experience	62
Expertise	70
Authoritativeness	78
Trust	72

E-E-A-T Analysis

Key Strengths: Publicly traded, regulated telehealth company with established brand reputation, Operates under healthcare regulatory frameworks (state medical boards, pharmacy licensing), Has About page and structured data implementation, Services involve licensed medical providers • Key Weaknesses: No contact information visible on homepage, No individual author or provider credentials displayed, Main content excerpt is almost entirely technical code, not substantive health content, No visible medical disclaimer or regulatory information on the homepage itself • Trust Evidence: The site has an About page, structured data, and is a regulated telehealth business. However, the homepage lacks visible contact information, no author/provider info is displayed, and the main content excerpt is almost entirely CSS/JavaScript code rather than readable health information. Prescriptions are dispensed through licensed pharmacies. • Expertise Evidence: The platform connects users with licensed healthcare providers for prescription treatments (ED, weight loss, hair loss, mental health). The meta description references 'expert-backed' care. Structured data is present. However, no individual author credentials, medical advisory board, or specific clinician profiles are visible on this homepage. • Experience Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with years of operational experience in men's healthcare. The homepage references real clinical services including lab testing, testosterone support, and licensed provider consultations. However, the extracted content is dominated by CSS/JS code rather than substantive experiential content visible to raters. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth brand (Hims & Hers Health, Inc.) covered extensively by major media. It operates under state medical board regulations and pharmacy licensing. The brand has significant market presence and media coverage, lending external authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hims.com directly offers medical consultations, prescription medications, and health treatments including weight loss drugs (GLP-1s implied by '25% body weight' claim), ED medications, testosterone therapy, and mental health services. These directly impact users' physical health and safety. • Potential Harm: Users may make healthcare decisions based on information presented, purchase prescription medications, or delay seeking in-person care. Misleading efficacy claims (e.g., 'Lose up to 25% body weight*') could lead to unrealistic expectations. Inappropriate prescribing or lack of proper medical oversight could cause physical harm. • Standards Required: Highest E-E-A-T standards required. Must demonstrate clear medical expertise, licensed provider involvement, transparent pricing and disclaimers, accessible contact information, and accurate health claims with proper citations and asterisk disclosures.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear value proposition communicated through headlines, Services are clearly categorized (weight loss, ED, hair, mental health), Professional design and brand presentation • Weaknesses: Extremely limited readable health content on the homepage, No visible medical disclaimers or provider information, No contact information accessible from homepage, Efficacy claims lack visible supporting evidence or context, As a YMYL health page, the homepage does not provide sufficient informational depth • Mc Description: The homepage serves as a commercial entry point for Hims telehealth services. Visible text content includes headlines about weight loss, lab testing, and general men's healthcare. The majority of the extracted content is CSS and JavaScript code rather than substantive health information.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	NYSE-listed public company (HIMS) • Extensive mainstream media coverage • Regulated telehealth provider across multiple US states • Licensed pharmacy partnerships • BBB and consumer review platforms

Trust Analysis

Transparency: Moderate transparency at the brand level (public company, regulated business) but low transparency at the homepage content level (no contact info, no provider info, no visible disclaimers). The About page exists but contact information is absent from the homepage. • Trust Factors: Publicly traded company with SEC reporting obligations, Subject to state medical board and pharmacy regulations, Established brand with years of operation, Has About page, Structured data implementation, Uses established payment processors (Adyen, Stripe), Auth0 authentication for user security • Distrust Factors: No contact information visible on homepage, No individual provider credentials displayed, No visible medical disclaimers on homepage, Efficacy claims without immediately visible supporting evidence

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Licensed telehealth provider operating across US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False

Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The site clearly presents itself as a telehealth service. A/B testing infrastructure (GrowthBook) is present but this is standard commercial practice. The asterisk on weight loss claims indicates disclosed conditions rather than deception.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified. The 'Lose up to 25% body weight*' claim has an asterisk indicating conditions, which is standard practice. The platform operates under healthcare regulations. No predatory practices, dangerous advice, or misleading health claims that rise to the level of harmful content are evident from the available content.

Ads Analysis

Ad Placement: The page is flagged as having ads, likely referring to the site's own promotional content and CTAs rather than third-party display advertising. As a commercial homepage, promotional content is expected and appropriate. • User Experience Impact: Minimal negative impact. The page is primarily a commercial landing page where promotional content is the expected norm.

Recommendations

Critical Issues

• No contact information visible on homepage - critical gap for a YMYL health service

• Efficacy claims (25% body weight loss) lack immediately visible supporting evidence or full disclaimer text

Improvements

• Add visible contact information (phone number, email, or chat) to the homepage

• Display medical provider credentials, licensing information, or a medical advisory board section

• Include visible medical disclaimers and regulatory compliance statements on the homepage

• Add substantive health content with citations to support efficacy claims (e.g., the 25% weight loss claim)

• Make the asterisk disclaimer for weight loss claims immediately visible and accessible

• Add trust signals such as pharmacy accreditation logos, state licensing information, or telehealth certification badges

Strengths

• Publicly traded, regulated telehealth company with strong external authority and accountability

• Professionally developed, technically sophisticated website with proper structured data

- Clear service offerings covering legitimate men's health needs with licensed provider involvement
- Established brand reputation with significant media coverage and market presence

80

https://hims.com/about

28

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:36

Scores at a Glance

22	PQ Score	35	E-E-A-T Overall	20	Experience	25	Expertise
55	Authoritativeness	40	Trust	10	Content Effort	10	Originality
15	Skill	30	Accuracy	62	Reputation		

Page Quality

PQ Rating	low
PQ Score	22

PQ Analysis

Meets Purpose: False • Purpose Description: An About Us page should inform visitors about the company's mission, history, leadership, values, and services. This page fails to deliver any of that content in a crawlable form. • Rating Justification: The page is an About Us page for a YMYL telehealth company that delivers essentially no readable content to crawlers or users without JavaScript. While the brand itself has authority, this specific page fails to meet even basic content requirements. The 6-word word count and absence of any substantive information about the company, its mission, leadership, or services makes it a low-quality page as assessed.

E-E-A-T

Overall	35
Experience	20
Expertise	25
Authoritativeness	55
Trust	40

E-E-A-T Analysis

Key Strengths: Hims & Hers is a well-known, publicly traded telehealth brand, Canonical URL is properly set, OG and Twitter meta tags are present, GTM tracking is implemented professionally • Key Weaknesses: Virtually zero readable main content delivered to crawler, No author or editorial information, No contact information on the page, No structured data markup, No H1 or H2 headings, Page relies entirely on client-side JavaScript rendering • Trust Evidence: No contact information, no author details, no structured data, and only 6 words of actual readable content. The page appears to be a JavaScript-rendered SPA that failed to deliver meaningful content to the crawler. • Expertise Evidence: No expert credentials, medical professionals, or subject-matter expertise is demonstrated in the extracted content. The meta description references licensed medical professionals but no actual content substantiates this. • Experience Evidence: The page as crawled contains virtually no readable content — only font-face CSS declarations and Next.js hydration payload. No first-hand experience, testimonials, or narrative content is visible to the crawler. • Authoritativeness Evidence: Hims & Hers (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition, which provides some baseline authority. However, this specific page delivers no authoritative content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hims & Hers is a telehealth company offering medical consultations and treatments for conditions including erectile dysfunction, hair loss, weight loss, anxiety, and depression. Any content on this domain falls under YMYL health and safety standards. • Potential Harm: Misinformation about telehealth services, unqualified medical advice, or misleading claims about treatment efficacy could directly impact user health decisions. • Standards Required: Highest E-E-A-T standards required: demonstrated medical expertise, clear credentials of healthcare providers, transparent business practices, regulatory compliance information, and verifiable contact/support information.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Page title is clear and descriptive, Meta description provides a reasonable summary of the company • Weaknesses: Only 6 words of actual readable content, No H1 or H2 headings present, No images rendered, Entire content depends on client-side JavaScript execution, No company information, leadership bios, or mission statement visible, No contact information present • Mc Description: The main content as delivered to the crawler consists of only the page title text 'About us | Hims & Hers' and extensive CSS/JavaScript code. No actual about-page content (company history, mission, leadership, values) is present in the crawled output.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No

Has Author Info	No
Has About Info	No
Reputation Sources	–

Trust Analysis

Transparency: Very low transparency on this specific page. Despite being an About Us page for a healthcare company, no company information, leadership details, regulatory information, or contact details are accessible in the crawled content. • Trust Factors: Hims & Hers is a publicly traded company (NYSE: HIMS) with established brand recognition, Domain is the official company website (hims.com), Canonical URL properly configured, Professional technical implementation with GTM, proper meta tags • Distrust Factors: No contact information on the page, No author or editorial transparency, No structured data to verify business information, Page delivers virtually no content — raises questions about crawlability and indexability, No visible trust signals like certifications, regulatory compliance badges, or professional affiliations

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Digital Health', 'services': 'Hair loss, erectile dysfunction, weight loss, anxiety, depression treatments', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Extremely low word count (6 words) flagged as very_short_content, However, this appears to be a legitimate SPA rendering issue rather than intentional spam

Deception Analysis

Severity: minor • Deception Details: The main content is technically obstructed in the sense that it requires JavaScript execution to render. This is not intentionally deceptive but is a significant technical issue for crawlers and users without JS. The page title and meta description accurately represent the page's intended purpose.

Harm Analysis

Severity: none • Harm Details: No harmful content is present in the crawled page. The page contains no substantive content that could cause harm. The meta description is factual and non-misleading.

Ads Analysis

Ad Placement: No advertisements detected on the page. • User Experience Impact: No negative ad impact. The page is clean of third-party advertising.

Recommendations

Critical Issues

• Page delivers only 6 words of content to crawlers — entire page content is blocked behind JavaScript rendering, making it effectively invisible to search engines and accessibility tools

• As a YMYL telehealth company's About page, the complete absence of trust signals (contact info, credentials, regulatory information) is a critical E-E-A-T failure

Improvements

• Implement server-side rendering (SSR) or static generation for the About page to ensure content is delivered without JavaScript dependency

• Add comprehensive company information including founding story, mission, leadership team with credentials, and regulatory compliance information

• Add structured data markup (Organization schema) with contact information, social profiles, and business details

• Include H1 and H2 headings with meaningful content hierarchy

• Add contact information and customer support details prominently on the page

• Include information about medical advisory board, licensed healthcare providers, and regulatory compliance (HIPAA, state medical board affiliations)

• Add author/editorial policy information to establish E-E-A-T for YMYL content

Strengths

• Strong brand authority as a publicly traded telehealth company with significant market presence

• Proper canonical URL, OG tags, and Twitter card meta tags are correctly implemented

• Professional technical infrastructure (Next.js, GTM, custom font optimization) indicates a well-resourced development team

• No harmful content, spam, or deceptive practices detected

81

https://hims.com/about/clinical-excellence

8

Confidence: 0.9

Needs Work

Analysed: 18 Jun 2026 05:36

Scores at a Glance

5	PQ Score	20	E-E-A-T Overall	10	Experience	15	Expertise
35	Authoritativeness	20	Trust	2	Content Effort	5	Originality
5	Skill	0	Accuracy	45	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The stated purpose (per meta description) is to explain how Hims & Hers delivers evidence-based telehealth care, describe clinical protocols, safety standards, and provider networks. The page completely fails to deliver this content. • Rating Justification: This page fails at the most fundamental level: it delivers no substantive main content. With only 6 words of actual text, no headings, no images, no author information, and no structured content, the page cannot fulfill its stated purpose. For a YMYL health topic requiring high E-E-A-T standards, a page with essentially no content must be rated Lowest. The page appears to be a technical rendering failure where the Next.js application did not hydrate or deliver its content to the crawler.

E-E-A-T

Overall	20
Experience	10
Expertise	15
Authoritativeness	35
Trust	20

E-E-A-T Analysis

Key Strengths: The domain hims.com is a known, legitimate telehealth business with regulatory oversight, Proper canonical URL and Open Graph metadata are present, The meta description accurately describes the intended page purpose • Key Weaknesses: Page contains virtually no actual content (only 6 words detected), No H1 or H2 headings present, No author information or credentials displayed, No contact information available, No structured data markup, No images rendered, Content appears to have failed to load or render properly • Trust Evidence: The page fails to render any substantive content. Only 6 words of actual content are detected. No contact information, no author information, no about page link, no structured data, and no images are present. The page appears to be a broken or failed render of what should be a content-rich page. • Expertise Evidence: The meta description references 'evidence-based care,' 'licensed providers,' 'clinical protocols,' and 'safety standards,' but none of this content is actually present in the rendered page. No author credentials, medical professionals, or clinical expertise is demonstrated in the accessible content. • Experience Evidence: No actual content is rendered on the page. The scraped output contains only font-face CSS declarations, JavaScript framework bootstrapping code (Next.js), and metadata. There is zero visible content demonstrating first-hand experience with clinical care or telehealth. • Authoritativeness Evidence: Hims & Hers (hims.com) is a publicly traded telehealth company with some brand recognition in the health/wellness space. The domain itself carries some authority, but this specific page delivers no authoritative content whatsoever. The canonical URL and OG metadata are properly set.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is explicitly about clinical excellence in telehealth, covering medical care quality, clinical protocols, safety standards, and licensed healthcare providers. These topics directly relate to health and safety decisions users may make about their medical care. • Potential Harm: Users seeking information about the safety and quality of a telehealth provider's clinical practices could be misled or left without critical information needed to make informed healthcare decisions. An empty page on a health topic provides no value and could cause harm by omission. • Standards Required: YMYL health pages require the highest E-E-A-T standards: demonstrated medical expertise, clear authorship by qualified professionals, transparent organizational credentials, evidence-based content, and clear safety information. This page meets none of these standards due to content failure.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	misleading
Length Adequate	No

MC Analysis

Strengths: Page title is descriptive and relevant to the intended topic, Meta description is well-written and informative about the intended content • Weaknesses: Zero substantive main content rendered, No H1 or H2 headings to structure content, No images or visual content, Page title is misleading as it promises content that does not exist, No navigation aids or supplementary content visible, Complete rendering failure makes the page useless to visitors • Mc Description: The main content of this page is effectively non-existent. The crawler detected only 6 words of actual content. What is present is entirely CSS font declarations and Next.js framework JavaScript. There is no article body, no headings, no paragraphs, no lists, no images, and no interactive elements that constitute meaningful main content.

Trust & Reputation

Trust Level	low
Reputation Score	45
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers is a publicly traded company (NYSE: HIMS) with regulatory oversight • The company operates as a licensed telehealth platform subject to state medical board regulations • The brand has significant media coverage and consumer recognition

Trust Analysis

Transparency: The page is completely non-transparent about its clinical practices, provider credentials, or safety standards due to the content rendering failure. The domain-level entity (Hims & Hers) has some public transparency as a regulated business, but this specific page provides none. • Trust Factors: hims.com is a legitimate, established telehealth business domain, The company is publicly traded and subject to SEC reporting requirements, Proper canonical URLs and metadata suggest professional web development, The intended content topic (clinical excellence) is appropriate for the company's business • Distrust Factors: Page delivers no actual content despite promising substantive health information, No contact information present on this page, No author or medical professional credentials displayed, No structured data to verify claims, Complete content failure on a YMYL health topic undermines trust significantly

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Digital Health', 'regulatory_status': 'Licensed telehealth platform operating across multiple US states'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_title_and_metadata
Ads Present	No
Ads Obstructive	No

Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short content (6 words) could be flagged as thin content, Page appears to be a technical rendering failure rather than intentional spam

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive. The main content is obstructed due to what appears to be a technical failure in the Next.js server-side rendering or client-side hydration process. The metadata and title accurately describe what the page intends to show, but the content failed to render. This is a technical issue, not deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in that the title, meta description, and URL promise substantive clinical excellence content that does not exist on the rendered page. Users clicking through from search results expecting information about Hims & Hers clinical standards would find nothing. This is a technical failure rather than intentional deception, but it still creates a misleading user experience.

Ads Analysis

Ad Placement: No advertisements detected on the page. • User Experience Impact: No ad-related user experience impact. The user experience is negatively impacted solely by the absence of content, not by advertising.

Recommendations

Critical Issues

• CRITICAL: Page contains virtually no content (6 words) — this is a complete rendering failure that makes the page useless and unrankable

• CRITICAL: YMYL health page with zero E-E-A-T signals — no author credentials, no medical expertise demonstrated, no safety information present

Improvements

• Fix the critical technical rendering issue preventing Next.js content from being delivered to crawlers and users — implement proper server-side rendering (SSR) or static site generation (SSG) for this page

• Add substantive content about clinical protocols, provider credentials, safety standards, and evidence-based care practices as promised in the meta description

• Include author information with medical professional credentials (e.g., Chief Medical Officer, medical advisory board members) to establish E-E-A-T for this YMYL health page

• Add structured data markup (Organization, MedicalOrganization, or FAQPage schema) to help search engines understand the content

• Include contact information and links to provider licensing information to build trust

• Add H1 and H2 headings to properly structure the content hierarchy

• Include relevant images, infographics, or provider photos to support the content

Strengths

• The domain hims.com belongs to a legitimate, regulated telehealth business with public accountability

• Meta description and OG tags are well-crafted and accurately describe the intended page content

• Canonical URL is properly configured, and the URL structure is clean and descriptive

82 https://hims.com/about/how-it-works 62

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:37

Scores at a Glance

62	PQ Score	67	E-E-A-T Overall	62	Experience	65	Expertise
72	Authoritativeness	68	Trust	70	Content Effort	65	Originality
72	Skill	68	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product/service landing page for Hims weight loss program, showcasing available GLP-1 medications, pricing, membership details, patient testimonials, and FAQs to convert visitors into customers. • Rating Justification: This is a commercial telehealth product page for prescription weight loss medications — a YMYL topic. The page demonstrates reasonable transparency with pricing, safety disclosures, and FDA status. It is produced by a legitimate, established company with licensed medical providers. However, it lacks an H1 heading, has no visible contact info on the page, no author credentials, and the primary purpose is commercial conversion rather than patient education. The content is professionally produced but primarily serves a sales function. For a YMYL health topic, the standards are higher, placing this at medium-plus rather than high.

E-E-A-T

Overall	67
Experience	62
Expertise	65
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Transparent pricing with footnotes explaining membership requirements, Clear FDA approval status disclosures for each medication, Verified customer testimonials with before/after documentation, Named medical expert (Dr. Craig Primack) referenced, Trademark and regulatory compliance language present, Important safety information links for each product • Key Weaknesses: No H1 heading on the page, indicating structural SEO/content issues, No direct contact information visible on this page, No author bylines or detailed provider credentials displayed, Dr. Craig Primack's credentials not fully detailed on this page, Testimonial disclaimer notes results not independently verified, 120 lbs in 8 months claim appears extraordinary and may raise credibility concerns • Trust Evidence: The page includes important safety information disclosures, trademark attributions, FDA approval status clarifications, pricing transparency with footnotes, and legal disclaimers. It notes that Ozempic and Mounjaro are FDA-approved for type 2 diabetes (not weight loss), showing regulatory honesty. However, no direct contact information is visible on this page, no author bylines, and the 'About' page link is absent from this specific URL. • Expertise Evidence: The page references FDA-approved medications (Wegovy, Zepbound, Ozempic, Mounjaro), mentions licensed healthcare providers, and includes clinical eligibility criteria. Important safety information is linked for each medication. The mention of Dr. Craig Primack as an in-house expert suggests medical oversight. Regulatory compliance language (trademark notices, FDA approval status) demonstrates pharmaceutical knowledge. • Experience Evidence: The page features verified customer testimonials with before/after photos and specific weight loss results (e.g., Drew lost 33 lbs in 8 months, Zack lost 120 lbs in 8 months). Real patient experiences are showcased with names, ages, and timeframes. A named medical expert (Dr. Craig Primack) is referenced as an in-house expert with 'decades of clinical excellence,' though credentials are not fully detailed on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The page references partnerships with major pharmaceutical brands (Novo Nordisk, Eli Lilly). Structured data, breadcrumb navigation, and professional web infrastructure indicate an established organization. The company operates a licensed telehealth platform with a network of providers.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes prescription medications (GLP-1 agonists including Wegovy, Zepbound, Ozempic, Mounjaro, Foundayo) for weight loss. These are controlled substances requiring prescriptions, with significant side effect profiles and contraindications. The page also involves financial transactions (membership fees, medication costs). Decisions made based on this content could directly impact a user's physical health and financial wellbeing. • Potential Harm: Users could make health decisions about prescription medications based on this commercial content. The page promotes medications with serious potential side effects. The extraordinary weight loss claims (120 lbs in 8 months) could set unrealistic expectations. Financial harm from membership fees and medication costs without adequate insurance coverage is possible. Users with contraindicated conditions might be encouraged to seek these medications. • Standards Required: Highest standards of medical accuracy, transparent safety information, clear provider credentials, honest representation of typical results vs. exceptional cases, complete disclosure of risks and side effects, and clear distinction between promotional content and medical advice.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product differentiation between 8 medication options with pricing, Transparent membership fee structure with detailed footnotes, Multiple verified patient testimonials with specific metrics, FAQ section addresses common practical questions, Safety information links provided for each medication, Clear FDA approval status for each medication • Weaknesses: No H1 heading — significant structural content issue, Primarily promotional rather than educational about weight loss, Limited information about the actual clinical process or provider qualifications, No detailed side effect information on the main page, The 'how it works' URL suggests process explanation but content is more product-focused, Disclaimer that results are not independently verified undermines testimonial credibility • Mc Description: The main content is a commercial product page showcasing Hims weight loss program offerings, including 8 GLP-1 medication options with pricing, a membership model explanation, patient testimonials with before/after photos, health benefits of Wegovy, and an FAQ section. The content is primarily promotional but includes substantive information about medications, pricing, and program structure.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant media coverage • Licensed telehealth platform operating in multiple US states • Partnerships with major pharmaceutical manufacturers (Novo Nordisk, Eli Lilly)

Trust Analysis

Transparency: Moderate transparency — the page includes pricing footnotes, FDA status disclosures, trademark attributions, and safety information links. However, it lacks direct contact information, provider credentials, and the page content does not match the URL path suggesting 'how it works' information. • Trust Factors: Publicly traded company with regulatory oversight, Licensed telehealth platform with network of licensed providers, Transparent pricing with detailed footnotes and disclaimers, FDA approval status clearly disclosed for each medication, Trademark attributions and legal compliance language present, Important safety information links for each product, Structured data and professional technical implementation, Verified customer reviews with specific details • Distrust Factors: No contact information visible on this specific page, No author or provider credentials displayed on page, No About page link visible in this page's content, Results disclaimer states outcomes not independently verified, Extraordinary outlier testimonial (120 lbs in 8 months) without adequate context, Commercial intent may bias information presentation, The URL path '/about/how-it-works' does not match the actual content which is a product listing page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'medical_expert': 'Dr. Craig Primack (referenced but not detailed)', 'regulatory_status': 'Licensed telehealth provider operating in multiple US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original and professionally produced, No keyword stuffing or manipulative SEO patterns detected, No suspicious patterns flagged in page structure

Deception Analysis

Severity: minor • Deception Details: The page is a straightforward commercial product page. The URL '/about/how-it-works' is somewhat misleading as the content is primarily a product listing rather than a process explanation, but this is a minor navigation/labeling issue rather than intentional deception. The 'Ozempic Pill' product listing could cause confusion as Ozempic is not available in pill form — this may refer to a compounded or alternative oral semaglutide formulation, which warrants scrutiny but is not clearly deceptive given the regulatory environment. All pricing includes footnotes explaining additional costs.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful. It promotes FDA-approved prescription medications through a licensed telehealth platform with appropriate safety disclosures. The extraordinary weight loss claim (120 lbs in 8 months) and the 'Ozempic Pill' labeling could be considered potentially misleading but are not clearly deceptive given the disclaimers present. The page appropriately notes that prescriptions require clinical eligibility determination by licensed providers.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but given this is a commercial product page for Hims' own services, the 'ads' likely refer to promotional content for their own products rather than third-party advertising. The page structure appears to be primarily product listings and CTAs for Hims services. • User Experience Impact: The promotional content is integrated into the page design and does not appear to obstruct the main content. CTAs are clearly labeled and the product listings are the primary content. No intrusive pop-ups or interstitials are evident from the page structure.

Recommendations

Critical Issues

• Missing H1 heading is a significant on-page SEO and content structure issue

• The 'Ozempic Pill' product listing may be misleading as Ozempic is not FDA-approved in pill form — this requires immediate clarification to avoid regulatory and trust issues

• No contact information visible on this YMYL health page reduces trust and may not meet telehealth regulatory requirements for consumer-facing pages

Improvements

• Add an H1 heading that clearly describes the page content

• Display contact information (phone, email, address) prominently on the page

• Add detailed credentials for Dr. Craig Primack and other medical providers in the network

• Clarify the 'Ozempic Pill' product listing — if this is an oral semaglutide formulation, clearly distinguish it from the injectable Ozempic brand

• Provide more context around the 120 lbs in 8 months testimonial, including whether this is typical or exceptional

• Add a link to the About page and more information about the company's medical oversight

• Include typical/average weight loss results alongside exceptional cases to set realistic expectations

• Align the URL path ('/about/how-it-works') with the actual page content or update the content to match the URL intent

• Add independent third-party verification or clinical study references for weight loss claims

• Include more detailed side effect information or a prominent link to comprehensive safety information

Strengths

• Transparent pricing structure with detailed footnotes explaining all costs including membership fees

• Clear FDA approval status disclosed for each medication, including honest disclosure that Ozempic and Mounjaro are approved for diabetes, not weight loss

• Professional production quality with verified patient testimonials, before/after documentation, and specific metrics

• Legitimate, established company (publicly traded) with licensed telehealth infrastructure

• Important safety information links provided for every medication product listed

• Structured data implementation and technical SEO best practices followed

83 https://hims.com/about/innovation 8

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:36

Scores at a Glance

5	PQ Score	20	E-E-A-T Overall	10	Experience	15	Expertise
35	Authoritativeness	25	Trust	2	Content Effort	5	Originality
5	Skill	0	Accuracy	45	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The stated purpose is to inform users about Hims & Hers' approach to healthcare innovation, technology, and personalized treatment. The page completely fails this purpose as no content was rendered. • Rating Justification: The page contains only 5 words of actual content, consisting entirely of CSS font declarations and Next.js hydration bootstrap code. There is no main content, no headings, no images, no author information, and no substantive information about healthcare innovation. A page with virtually no content that fails to serve any user need must be rated Lowest regardless of the domain's overall reputation.

E-E-A-T

Overall	20
Experience	10
Expertise	15
Authoritativeness	35
Trust	25

E-E-A-T Analysis

Key Strengths: The domain hims.com belongs to a legitimate, publicly traded telehealth company, Canonical URL and OG metadata are properly set, indicating some technical SEO care • Key Weaknesses: Zero substantive content rendered — only CSS and JS framework code visible, No author information, credentials, or expertise signals, No contact information or transparency indicators on the page, No structured data to support E-E-A-T signals, Page completely fails to deliver on its stated purpose • Trust Evidence: The page failed to render meaningful content. Only 5 words of actual content were detected. No contact information, no author information, no about page link, no structured data, and no images are present. The page appears to be a broken or incomplete render of a JavaScript-heavy Next.js application. • Expertise Evidence: No expert authors, credentials, medical professionals, or subject-matter expertise is demonstrated. The page title and meta description reference healthcare innovation, but no substantive content exists to evaluate expertise. • Experience Evidence: No actual content is rendered on the page. The scraped output contains only font-face CSS declarations, Next.js framework bootstrap code, and metadata. There is zero visible content demonstrating first-hand experience with healthcare innovation. • Authoritativeness Evidence: Hims & Hers (hims.com) is a publicly traded telehealth company with some brand recognition in the DTC healthcare space. The domain itself carries moderate authority, but this specific page provides no authoritative content whatsoever.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The page is on hims.com, a telehealth platform, and the meta description references healthcare, personalized treatment plans, and patient-first digital experiences. Even as a corporate 'Innovation' page, it exists within a health and medical services context and could influence user decisions about healthcare providers. • Potential Harm: While this specific page is an about/corporate page rather than direct medical advice, it operates within a YMYL domain. Misleading claims about healthcare innovation or treatment capabilities could influence users' healthcare decisions. However, since no content rendered, direct harm from content is minimal. • Standards Required: High E-E-A-T standards are required given the healthcare context. Medical and health-adjacent pages require demonstrated expertise, clear authorship, transparency about the organization, and accurate information.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: Page title is clear and descriptive of intended content, Meta description is well-written and informative about intended purpose • Weaknesses: No actual main content rendered — page is essentially empty, No H1 or H2 headings present, Zero images despite being a corporate innovation showcase page, Word count of 5 is critically insufficient for any informational purpose, Users visiting this page would receive no value whatsoever, No structured data to help search engines understand content • Mc Description: The main content of this page is effectively non-existent. The page title is 'Innovation | Hims & Hers' and the meta description promises information about healthcare innovation, but the actual rendered content consists of only 5 words alongside extensive CSS and JavaScript framework code. No H1, H2, images, or substantive text content is present.

Trust & Reputation

Trust Level	low
Reputation Score	45
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	–

Trust Analysis

Transparency: Extremely low transparency on this specific page. While the parent company is publicly known, this page provides no information about who created the content, when it was published, or how to contact the organization. The page appears to be either broken or not yet populated with content. • Trust Factors: hims.com is a legitimate, publicly traded company (NYSE: HIMS) with established brand presence, Proper canonical URL implementation suggests legitimate technical SEO practices, OG and Twitter card metadata properly configured, GTM implementation suggests professional web operations • Distrust Factors: Page contains virtually no content — only 5 words rendered, No contact information present on the page, No author or editorial information, No about page link or transparency signals, No structured data for trust verification, Complete failure to deliver promised content undermines trust in the page, Suspicious pattern flagged: very_short_content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'domain': 'hims.com', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_meta_description • empty_content_mismatch
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: medium • Spam Indicators: Extremely low word count (5 words) flagged as very_short_content, Page appears to be an empty shell or broken render rather than intentional spam, No evidence of scaled content abuse, keyword stuffing, or copied content

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive, but there is an informational mismatch: the meta description and title promise rich content about healthcare innovation while the page delivers nothing. The main content appears obstructed — likely due to JavaScript rendering failure during crawl, meaning the actual page may have content that was not captured. This is a technical rendering issue rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in that the title, meta description, and URL all promise substantive content about healthcare innovation, but the page delivers nothing. This creates a deceptive gap between expectation and reality for users. However, since no false health claims or dangerous misinformation is present (because no content is present), direct harm to individuals or groups is minimal.

Ads Analysis

Ad Placement: No advertisements detected on the page. • User Experience Impact: No ad-related user experience impact. The page's poor user experience stems entirely from missing content, not advertising.

Recommendations

Critical Issues

• Page renders with only 5 words of content — JavaScript-dependent rendering is preventing search engine crawlers from accessing the actual page content, which is a critical technical SEO failure

• Complete absence of main content means the page cannot satisfy any user need and will not rank for relevant queries

Improvements

• Implement server-side rendering (SSR) or static site generation (SSG) for this page to ensure content is accessible to crawlers without JavaScript execution

• Add substantial, original content about Hims & Hers' healthcare innovation initiatives, technology platforms, and patient outcomes

• Include author attribution, publication dates, and editorial review information to support E-E-A-T signals

• Add structured data markup (Organization, WebPage, or Article schema) to help search engines understand the content

• Include contact information and clear links to About and Privacy pages to improve transparency

• Add relevant images, infographics, or multimedia content to support the innovation narrative

• Ensure H1 and H2 headings are present and properly structured for both SEO and accessibility

Strengths

• The parent domain hims.com has established brand authority as a publicly traded telehealth company

• Meta description and OG tags are well-crafted and accurately describe the intended page purpose

• Technical implementation (canonical URLs, font loading strategy, GTM) shows professional web development practices

84 https://hims.com/about/the-company 60

Confidence: 0.65 **Should Rank** Analysed: 18 Jun 2026 05:35

Scores at a Glance

55	PQ Score	61	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	60	Trust	55	Content Effort	65	Originality
60	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform visitors about Hims & Hers as a digital health platform, covering company mission, leadership, values, milestones, and recognition. It serves as a corporate identity and transparency page. • Rating Justification: This is an official corporate About page for a legitimate, publicly traded telehealth company. The page structure indicates it contains mission/vision, leadership, company values, milestones, and awards sections. However, the extracted content is overwhelmingly CSS and JavaScript code with minimal substantive text visible. The page serves a clear informational purpose about the company but lacks visible contact information, author details, and structured data. As a YMYL-adjacent health company, higher standards apply. The page meets basic quality thresholds for a corporate about page but falls short of high quality due to missing trust signals.

E-E-A-T

Overall	61
Experience	55
Expertise	60
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Established publicly traded company with known brand reputation, Official corporate about page on primary domain, References to leadership, company values, and milestones suggest comprehensive about content, Company operates in regulated telehealth space with licensed providers • Key Weaknesses: No contact information visible in extracted content, No named authors or specific leadership credentials in extractable content, No structured data markup to support organizational claims, Main content excerpt is almost entirely CSS/JS code, making substantive content assessment difficult, No third-party trust signals or certifications visible in extracted content • Trust Evidence: The page is on the official hims.com domain. It has an About page present. However, there is no visible contact information in the extracted content, no named authors, and the main content excerpt is overwhelmingly CSS and JavaScript rather than substantive trust-building content. No structured data markup is present to verify organizational claims. • Expertise Evidence: The meta description references 'clinical excellence' and the page title positions the company as a healthcare provider. The company is a known telehealth platform with licensed providers. However, no specific medical credentials, named experts, or clinical staff are identified in the extractable content. The page mentions leadership and company values sections exist but content is not fully extractable. • Experience Evidence: The page is an official 'About' page for Hims & Hers, a publicly traded digital health company (NYSE: HIMS). The company demonstrates real-world operational experience by describing its platform connecting patients to licensed healthcare providers. However, the extracted content is heavily dominated by CSS/JavaScript code rather than substantive about-page content, limiting assessment of experiential claims. • Authoritativeness Evidence: Hims & Hers is a publicly traded company (NYSE: HIMS) with significant media coverage and brand recognition in the telehealth space. The domain hims.com is an established, well-known brand. The company has been covered by major financial and health publications. The about page structure references awards and recognition sections.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Hims & Hers is a digital health platform that connects people to licensed healthcare providers and provides personalized treatment plans. While this specific page is a corporate About page rather than medical advice content, it represents a health company whose broader site deals with medical treatments, prescriptions, and health decisions. The company's credibility and trustworthiness directly impacts user health decisions. • Potential Harm: Users may make decisions about whether to trust this platform for healthcare services based on information presented on this About page. Misleading or incomplete information about the company's credentials, licensing, or clinical standards could lead users to make inappropriate healthcare choices. • Standards Required: As a healthcare company's About page, it should clearly identify licensed medical professionals involved, regulatory compliance, contact information, and transparent business practices. Higher E-E-A-T standards apply given the health context.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear page structure with logical sections covering key about-page topics, Concise and clear company description in the visible excerpt, Professional design and user experience, Comprehensive navigation structure suggesting thorough content • Weaknesses: Extracted content is overwhelmingly CSS/JS code rather than substantive text, No contact information visible despite being listed as a section, No named leadership or credentials visible in extraction, Lack of structured data reduces machine-readable trust signals, Cannot assess depth of leadership, values, or milestone content from extraction • Mc Description: The main content is a corporate About page for Hims & Hers digital health platform. The page structure includes sections on company mission/vision, leadership, company values, milestones, awards/recognition, and contact information. The visible text excerpt describes the company as 'a digital health platform that connects people to licensed healthcare providers and, if prescribed, personalized treatment plans' focused on 'normalizing health and wellness challenges.'

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	NYSE publicly traded company (HIMS ticker) • Established telehealth brand with significant media coverage • Known digital health platform operating since 2017 • Regulated healthcare services with licensed providers

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded which provides financial transparency, and the About page structure suggests comprehensive company information. However, the lack of visible contact information and named leadership in the extractable content reduces transparency assessment. The page appears to be a legitimate corporate about page but key trust elements are not confirmed in the extraction. • Trust Factors: Publicly traded company on NYSE providing accountability, Established brand with years of operation in regulated healthcare space, Official corporate domain (hims.com), About page exists with structured company information, References to licensed healthcare providers and clinical standards, Company has been covered by major financial and health media • Distrust Factors: No contact information visible in extracted content, No named authors or specific leadership credentials extractable, No structured data markup for organizational verification, Heavy reliance on JavaScript rendering may hide content from some users, No visible third-party certifications or regulatory compliance statements in extraction

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'founded': '2017', 'industry': 'Digital Health / Telehealth', 'services': 'Telehealth platform connecting patients to licensed healthcare providers', 'company_name': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page is clearly an official corporate About page for Hims & Hers. The title, meta description, and visible content are consistent with each other. The heavy JavaScript rendering is a technical implementation choice common to modern React applications, not an attempt to deceive.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. This is a standard corporate About page for a legitimate telehealth company. No misleading claims, discriminatory content, or dangerous information is present in the extractable content.

Ads Analysis

Ad Placement: Ads are noted as present per page structure data, but their specific placement cannot be determined from the extracted CSS/JS content. For a corporate About page, ads would typically be minimal or absent. • User Experience Impact: Cannot fully assess ad impact from extracted content. If ads are present on a corporate About page, they may slightly reduce the professional credibility of the page, but this is not unusual for commercial health platforms.

Recommendations

Critical Issues

• No contact information visible - critical for a YMYL health company's About page

• No structured data markup prevents search engines from properly understanding organizational authority and trust signals

Improvements

• Add visible contact information (phone, email, physical address) to the About page to improve trust signals

• Implement Organization and Person structured data markup for leadership team members to improve machine-readable trust signals

• Ensure key content (leadership names, credentials, company registration details) is rendered in HTML rather than requiring JavaScript execution

• Add named leadership profiles with credentials and professional backgrounds to demonstrate expertise

• Include regulatory compliance information, licensing details, and medical board affiliations to strengthen YMYL credibility

• Add third-party trust certifications (HIPAA compliance, medical board affiliations, BBB rating) with visible badges

• Improve content-to-code ratio so substantive about-page content is more prominent in page source

Strengths

• Legitimate publicly traded company with established brand reputation and regulatory accountability

• Well-structured About page covering all key corporate transparency topics (mission, leadership, values, milestones, awards)

• Professional design system and user experience reflecting significant investment in quality

• Company operates in regulated healthcare space with licensed providers, providing inherent credibility

• Clear and accurate company description positioning as a digital health platform

85

https://hims.com/benefits

58

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 05:38

Scores at a Glance

55	PQ Score	57	E-E-A-T Overall	55	Experience	50	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	60	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a subscriber benefits hub, listing partner discounts and perks available to active Hims subscribers, with CTAs to log in or join. It successfully communicates the value proposition of the benefits program. • Rating Justification: This is a legitimate commercial benefits/perks page from a known telehealth company. It serves a clear transactional purpose: informing Hims subscribers about partner discounts and benefits. The page is functional and meets its stated purpose adequately. However, it lacks depth, has no author information, no contact info on the page itself, and the content is primarily a list of partner offers with minimal explanatory value. The unusual meta description note and lack of supplementary content prevent a higher rating. It is not a low-quality page but falls short of high quality due to thin informational content.

E-E-A-T

Overall	57
Experience	55
Expertise	50
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Operated by a legitimate publicly traded telehealth company (Hims & Hers Health, Inc.), Partnerships with well-known, established brands (Dexcom, MyFitnessPal, Eight Sleep, HelloFresh), Proper legal disclosures, privacy policy, and terms in footer, Structured data implementation (BreadcrumbList schema), Clear commercial purpose with transparent subscription requirement • Key Weaknesses: No author information or medical professional credentials displayed, No contact information visible on the page, Internal staging note in meta description ('*THIS PAGE SHOULD BE INDEXED') suggests content management issues, No clinical or medical expertise demonstrated on this specific page, Limited explanatory content about the health benefits or safety of partner products • Trust Evidence: The page lacks contact information, author information, and an about page link in the extracted content. However, it does include legal copyright notices, trademark information, privacy policy links, terms and conditions, and telehealth consent links in the footer. The company is a legitimate publicly traded entity. The meta description contains an unusual internal note '*THIS PAGE SHOULD BE INDEXED' which is a minor concern about content management practices. • Expertise Evidence: The page is a product/benefits landing page rather than an informational or clinical content page. It lists partner benefits without providing medical expertise or clinical guidance. The company itself has healthcare expertise as a telehealth provider, but this page does not demonstrate that expertise directly. Partner brands like Dexcom (Stelo glucose biosensor) and Prenuvo (whole body MRI) are legitimate medical-adjacent companies. • Experience Evidence: The page is operated by Hims & Hers Health, Inc., a publicly traded telehealth company with real-world experience in healthcare services. The benefits page reflects actual partnerships with established brands (Prenuvo, Eight Sleep, MyFitnessPal, Dexcom, HelloFresh, Factor, iFIT, Ladder), suggesting genuine business relationships. However, no individual user experience or clinical experience is demonstrated on this specific page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant brand recognition in the telehealth space. The partnerships with established brands (Dexcom, MyFitnessPal, Eight Sleep) lend some authority. The site has proper legal footers, trademark notices, and structured data. The breadcrumb structure and site architecture suggest a well-maintained commercial website.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The page is operated by a telehealth company and promotes health-related products and services including whole body MRI scans (Prenuvo), glucose biosensors (Stelo by Dexcom), and AI coaching for GLP-1 medication results (iFIT). These touch on medical diagnostics and health monitoring. However, the page itself is primarily a benefits/discounts listing page rather than providing direct medical advice or treatment information. • Potential Harm: Users could be influenced to pursue medical diagnostics (whole body MRI, glucose monitoring) or health interventions based on promotional framing without adequate clinical context. The GLP-1 coaching reference implies users are on prescription weight loss medications. Misleading health benefit claims could lead to inappropriate health decisions. • Standards Required: Higher standards of transparency, medical disclaimer, and clinical context are expected given the health-adjacent nature of the content. The page should clearly indicate that partner products are not medical recommendations and that users should consult healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear value proposition communicated upfront, Organized partner listings with specific discount amounts, Step-by-step how-it-works section aids user understanding, FAQ section addresses eligibility and access timing questions, Strong CTAs for both existing subscribers and new users • Weaknesses: Very thin textual content relative to the page's health-adjacent context, No terms, conditions, or expiration dates for offers visible on the page, Breadcrumb navigation appears incorrect (Labs > Inflammation & Stress path), No medical disclaimers for health-related partner products, Internal meta description note visible publicly is unprofessional • Mc Description: The main content is a subscriber benefits hub page listing partner discounts and perks for active Hims subscribers. It includes a hero section, partner offer cards (Prenuvo, HelloFresh, MyFitnessPal, Eight Sleep, Factor, iFIT, Stelo by Dexcom, Ladder), a how-it-works section with 4 steps, a features section (Curated care, Expanding options, New awareness), and a FAQ section. The content is visually-oriented with brief text descriptions.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company on NYSE (ticker: HIMS) • Established telehealth brand with significant media coverage • Partnerships with well-known brands (Dexcom, MyFitnessPal) lend credibility • Legal footer with privacy policy, terms, telehealth consent, and trademark notices

Trust Analysis

Transparency: Moderate transparency. The company identity is clear (Hims & Hers Health, Inc.) with proper legal footers. However, the page lacks contact information, author details, and medical disclaimers that would be expected for a health-adjacent commercial page. The meta description error suggests some content management transparency issues. • Trust Factors: Legitimate publicly traded company with established brand reputation, Proper legal disclosures and privacy policy links in footer, Telehealth Consent and Consumer Health Data Privacy Policy links present, Partnerships with reputable, established brands, Structured data implementation suggests professional web development, Copyright notice with company name and year • Distrust Factors: No contact information visible on the page, No author or medical professional credentials, Internal editorial note in meta description ('*THIS PAGE SHOULD BE INDEXED') is unprofessional, Incorrect breadcrumb path (Labs > Inflammation & Stress) for a benefits page, No about page link in the extracted content, Promotional discount claims without visible terms or expiration dates

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Digital Health', 'services': 'Prescription and non-prescription health products for men and women', 'stock_listing': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Internal meta description note ('*THIS PAGE SHOULD BE INDEXED') is unusual but appears to be a content management oversight rather than a spam indicator, High image count (26) relative to word count (945) could suggest thin content, but is appropriate for a visual benefits hub page

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its commercial purpose: it is a subscriber benefits page for Hims customers. The purpose is clearly stated, the subscription requirement is disclosed, and the partner brands are identified. The internal meta description note is an error rather than intentional deception. Promotional discount claims are typical for commercial benefit programs.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful to individuals or groups. It is a commercial benefits listing page. The promotional framing of health products (whole body MRI, glucose sensors) without clinical context could be considered mildly misleading in a health context, but does not rise to the level of harmful misinformation. The page does not make false medical claims.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content itself consists of partner benefit offers which are inherently promotional. The page's commercial nature means the 'ads' are integrated into the content as partner cards rather than traditional display advertising. This is appropriate for a benefits/perks hub page. • User Experience Impact: The promotional partner cards are the core content of the page and do not obstruct user experience. They serve the page's stated purpose of showcasing subscriber benefits.

Recommendations

Critical Issues

• Publicly visible internal meta description note ('*THIS PAGE SHOULD BE INDEXED') must be removed immediately as it undermines professional credibility

• Incorrect breadcrumb path (Labs > Inflammation & Stress) for a benefits page creates navigation confusion and may affect SEO

Improvements

• Remove the internal editorial note from the meta description ('*THIS PAGE SHOULD BE INDEXED') immediately as it is publicly visible and unprofessional

• Fix the breadcrumb navigation path which incorrectly shows 'Labs > Inflammation & Stress > Benefits | Hims' instead of an appropriate path

• Add contact information (customer support link, phone, or email) to the page or ensure it is easily accessible

• Add medical disclaimers clarifying that partner health products (Prenuvo MRI, Stelo glucose sensor) are not medical recommendations and users should consult healthcare providers

• Include terms, conditions, and expiration dates for promotional offers to improve transparency

• Add an FAQ entry about the nature of the partnerships and whether Hims receives compensation for referrals (affiliate disclosure)

• Consider adding a brief 'About Hims Benefits' section with more context about how partners are selected and vetted

Strengths

• Clear commercial purpose with transparent subscription requirement disclosed upfront

• Partnerships with well-established, reputable brands (Dexcom, MyFitnessPal, Eight Sleep) lend credibility

• Proper legal footer with privacy policy, terms, telehealth consent, and trademark notices

• Professional responsive design with structured data (BreadcrumbList schema) implementation

• Operated by a legitimate publicly traded company with established brand reputation in telehealth

86

https://hims.com/benefits/join

22

Confidence: 0.85

Needs Work

Analysed: 18 Jun 2026 05:46

Scores at a Glance

22	PQ Score	32	E-E-A-T Overall	20	Experience	25	Expertise
45	Authoritativeness	40	Trust	10	Content Effort	15	Originality
20	Skill	50	Accuracy	55	Reputation		

Page Quality

PQ Rating	low
PQ Score	22

PQ Analysis

Meets Purpose: False • Purpose Description: The page appears intended to direct users to subscribe to a treatment plan in order to access membership benefits, but fails to explain what those benefits are or provide sufficient information for users to make an informed decision. • Rating Justification: This page has extremely thin content (49 words of actual text) and serves primarily as a gateway/redirect page for users who need an active subscription to access benefits. It provides almost no useful information about what the membership benefits actually are, how they work, or their value. The page is intentionally marked noindex/nofollow by the site itself, indicating even the publisher does not consider it worthy of indexing. While the parent company (Hims) has some authority, this specific page fails to deliver meaningful content.

E-E-A-T

Overall	32
Experience	20
Expertise	25
Authoritativeness	45
Trust	40

E-E-A-T Analysis

Key Strengths: Hims is a known, publicly traded telehealth company, LegitScript pharmacy approval badge present, Legal compliance links present in footer, Established brand with social media presence • Key Weaknesses: Extremely thin content (49 words), No author or medical expert information, No contact information on page, Page is marked noindex/nofollow by the site itself, No substantive information about membership benefits • Trust Evidence: LegitScript approval badge present in footer. Legal links (Terms & Conditions, Privacy Policy, Telehealth Consent, Consumer Health Data Privacy Policy) are present. However, the page has noindex/nofollow meta tags, no contact info on the page itself, no author info, and extremely thin content. • Expertise Evidence: No medical professionals cited, no credentials displayed, no author information present. The page is a navigation/conversion page rather than an informational resource demonstrating expertise. • Experience Evidence: No first-person experience, testimonials, or user-generated content demonstrating real-world use of the membership benefits. The page is a thin gateway page with minimal substantive content. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with LegitScript approval visible in the footer, social media presence, and established brand recognition. The domain hims.com has some authority as a known telehealth provider.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hims is a telehealth platform offering prescription medications and health treatments (weight loss, sexual health, hair regrowth, testosterone, mental health/anxiety). The membership benefits page is directly tied to accessing these health-related treatment plans. Users making decisions about subscribing to medical treatment plans are making health and financial decisions. • Potential Harm: Users could make uninformed decisions about subscribing to medical treatment plans without adequate information about what benefits they receive, costs, or medical appropriateness. The page promotes health-related subscriptions without providing substantive information. • Standards Required: High standards for accuracy, transparency, medical expertise disclosure, clear pricing/terms information, and comprehensive benefit descriptions are required for YMYL health/financial content.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: Clear call-to-action structure, Treatment categories are clearly labeled • Weaknesses: No actual membership benefits described, No pricing or plan information, No explanation of what 'benefits' users would receive, Extremely short content (49 words), Title promises 'Membership Benefits' but none are listed, Page is a dead end for users seeking benefit information • Mc Description: The main content consists of a heading stating users need an active subscription to access benefits, followed by a grid of 6 treatment category cards (Lose weight, Have better sex, Regrow hair, Boost testosterone, Test for what matters, Tackle anxiety) each with a 'Get started' link. There is no description of what the membership benefits actually are, no pricing, no comparison of plans, and no substantive information.

Trust & Reputation

Trust Level	medium

Reputation Score	55
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript approval • Publicly traded company (NYSE: HIMS) • Established telehealth brand

Trust Analysis

Transparency: Low transparency on this specific page. While the parent company has some transparency mechanisms (legal pages, LegitScript), this particular page provides no information about what users are subscribing to or what benefits they will receive. • Trust Factors: Hims & Hers Health, Inc. is a publicly traded company with regulatory oversight, LegitScript pharmacy approval badge in footer, Comprehensive legal/privacy links in footer, Established brand with years of operation, Social media presence (Facebook, Twitter/X, Instagram, TikTok) • Distrust Factors: No contact information on this specific page, No author or medical expert information, Page marked noindex/nofollow suggesting even publisher doesn't trust it for search, Extremely thin content for a YMYL health/subscription page, No transparency about what benefits are offered before requiring subscription

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform', 'company': 'Hims & Hers Health, Inc.', 'legitscript': 'Approved', 'stock_ticker': 'NYSE: HIMS'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_title
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short content (49 words) flagged as suspicious pattern, Page appears to be a thin gateway/funnel page

Deception Analysis

Severity: minor • Deception Details: The page title and URL ('Membership Benefits') create an expectation of benefit information that is not fulfilled. The page instead gates all benefit information behind a subscription requirement. This is a minor informational deception in that the page promises content it does not deliver, but it does not appear to be intentionally malicious - it is more likely a poorly designed conversion funnel page.

Harm Analysis

Severity: low • Harm Details: The page title and URL suggest users will find information about membership benefits, but the page contains no benefit information whatsoever. This is mildly misleading as it creates a false expectation. However, the harm is limited as users are simply redirected to subscription options rather than being given false medical or financial information.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, likely tracking/analytics scripts (Google Tag Manager detected) and potentially retargeting pixels. No obvious display advertising visible in the content structure. • User Experience Impact: Minimal visible impact on user experience from ads. The GTM implementation suggests tracking for conversion optimization purposes which is standard for e-commerce/subscription sites.

Recommendations

Critical Issues

• Page contains only 49 words of actual content despite promising 'Membership Benefits' information - this is a critical content gap for a YMYL health subscription page

• No actual membership benefits are described anywhere on the page, making the title and URL misleading

• Page is marked noindex/nofollow by the publisher, indicating it is not intended for search indexing

Improvements

• Add comprehensive descriptions of all membership benefits (e.g., cost savings, access to providers, prescription delivery, ongoing care)

• Include pricing information and plan comparisons to help users make informed decisions

• Add medical expert credentials and information about the care team

• Include contact information and customer support options on the page

• Add testimonials or real user experiences with the membership program

• Provide clear FAQ section addressing common questions about membership benefits

• Remove noindex/nofollow if the page is intended to be discoverable

Strengths

• Parent company (Hims & Hers Health, Inc.) is a legitimate, publicly traded telehealth company

• LegitScript pharmacy approval provides credibility for the overall domain

• Comprehensive legal and privacy documentation linked in footer

• Clear treatment category navigation helps users find relevant subscription options

87 https://hims.com/blog 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:36

Scores at a Glance

58	PQ Score	63	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	65	Trust	55	Content Effort	60	Originality
65	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a blog index/landing page for Hims health content, directing users to articles about sex, hair, mental health, weight loss, and related health topics. • Rating Justification: The page serves as a blog index/hub for a legitimate telehealth company. It has named authors with credentials for individual articles, an established brand, and editorial standards. However, the index page itself has very minimal content (84 words), no author info, no contact info, and no structured data. The page fulfills its basic purpose as a content hub but lacks depth and transparency at the index level.

E-E-A-T

Overall	63
Experience	55
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Named medical doctor authors for condition guides, Established telehealth brand with editorial standards, Structured content categories (Latest, Condition Guides, Lifestyle Guides), Links to About, Medical Experts, and Editorial Standards pages • Key Weaknesses: No author information displayed on the blog index page itself, No contact information visible on this page, Very short main content (84 words) for a blog index, No structured data markup present • Trust Evidence: The site has an About page, Editorial Standards page, and Medical Experts section. Contact information is not prominently displayed on this page. The site uses GTM tracking and has privacy/consent management. No author bios are shown on the index page itself. • Expertise Evidence: Several articles are attributed to medical doctors (Felix Gussone MD, Darragh O'Carroll MD, Peter J. Stahl MD) and health writers. The site has an 'Editorial Standards' page and 'Medical Experts' section listed in the footer, indicating a structured editorial process. Content covers medical topics like testosterone, hair loss, ED, and mental health. • Experience Evidence: The blog index page features articles written by named authors (Erica Garza, Corinne O'Keefe Osborn, Grace Gallagher, Lauren Panoff, Felix Gussone MD, Darragh O'Carroll MD, Peter J. Stahl MD) suggesting real contributors with relevant backgrounds. However, the index page itself provides minimal direct experience signals. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand recognition. The site links to condition guides, lifestyle guides, and news sections. The navigation shows a comprehensive health platform. The blog is branded 'Good Health by Hims' suggesting institutional backing.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The blog covers medical and health topics including erectile dysfunction, testosterone, hair loss treatments, mental health, and weight loss medications. These are clearly YMYL topics as they relate to physical health, medical treatments, and could influence health decisions. • Potential Harm: Users may make health decisions based on content about prescription medications, medical conditions, and treatments. Inaccurate or misleading health information could lead to delayed treatment, inappropriate self-medication, or other health harms. • Standards Required: High standards for medical accuracy, clear author credentials, medical review processes, and transparent editorial standards are required for YMYL health content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear categorization of content (Latest, Condition Guides, Lifestyle Guides), Named authors for articles, Brief but informative article descriptions, Covers diverse health topics relevant to the target audience • Weaknesses: Extremely short actual content (84 words), No introductory text explaining the blog's purpose or editorial approach, No author bios or credentials shown at index level, No structured data to help search engines understand content • Mc Description: The main content is a blog index page showing recent articles, condition guides, and lifestyle guides. It includes article titles, brief descriptions, author names, and category tags. The actual text content is only 84 words, with most content being article listings.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) • Established brand with significant market presence • Has editorial standards and medical expert review process

Trust Analysis

Transparency: Moderate transparency - the site has editorial standards and medical expert pages, but the index page itself lacks author information and contact details. The commercial nature of the content (promoting Hims products) is not explicitly disclosed on this page. • Trust Factors: Established telehealth company with public accountability, Named medical doctor authors for condition guides, Editorial Standards page exists, Medical Experts section in footer, About page present, Privacy policy and consent management implemented • Distrust Factors: No contact information on this page, No author information on index page, No structured data markup, Content may have promotional bias toward Hims products, Some articles reference proprietary Hims studies

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'public_company': True, 'has_medical_experts': True, 'has_editorial_standards': True}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No significant deception detected. The page is clearly a health blog from a telehealth company. The commercial relationship between the blog content and Hims products is implicit but not hidden. The page functions as expected for a blog index.

Harm Analysis

Severity: none • Harm Details: No harmful content detected on this index page. The content promotes legitimate health information from a licensed telehealth company. Articles are attributed to named authors including medical doctors.

Ads Analysis

Ad Placement: The page has ads present (indicated in page structure). As a commercial health company blog, promotional content for Hims products is integrated throughout the navigation and likely within articles. GTM tracking is implemented. • User Experience Impact: Ads/promotional content appear to be integrated naturally into the site design rather than being obstructive. The navigation prominently features Hims products which serves a dual commercial/informational purpose.

Recommendations

Critical Issues

- No author information displayed on the index page despite YMYL health content
- No contact information visible on this page
- Missing structured data markup for a health content site

Improvements

- Add author information and credentials to the blog index page
- Include contact information or a clear link to contact page
- Implement structured data (Schema.org) for blog posts and organization
- Add an introductory paragraph explaining the blog's editorial mission and standards
- Clearly disclose the commercial relationship between editorial content and Hims products
- Add a visible link to the Editorial Standards page from the blog index
- Increase the word count of the index page with meaningful introductory content

Strengths

- Established telehealth brand with public accountability
- Named medical doctor authors for condition guides
- Editorial Standards and Medical Experts pages exist
- Diverse, well-organized health content categories
- Original content including proprietary research studies

88

https://hims.com/blog/6-month-hair-growth

62

Confidence: 0.75

Should Rank

Analysed: 18 Jun 2026 05:57

Scores at a Glance

58	PQ Score	68	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	75	Trust	52	Content Effort	55	Originality
65	Skill	78	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about what six months of hair growth looks like and how finasteride and minoxidil can help, while also serving as a commercial funnel to Hims hair loss products. • Rating Justification: The page provides factually accurate, medically reviewed information about hair growth timelines and treatments, supported by peer-reviewed citations. However, it is very short for a YMYL health topic, has a clear commercial bias toward Hims products, and lacks depth that would satisfy users seeking comprehensive information. The medical reviewer adds credibility, but the content is primarily a vehicle to promote Hims hair loss products.

E-E-A-T

Overall	68
Experience	55
Expertise	72
Authoritativeness	70
Trust	75

E-E-A-T Analysis

Key Strengths: Named, credentialed medical reviewer (Knox Beasley, MD, board-certified dermatologist), 11 cited peer-reviewed sources including PubMed, AAD, and FDA labeling, Structured data with MedicalWebPage schema and reviewer attribution, Clear editorial standards disclosure, Transparent about the commercial nature of the site • Key Weaknesses: Significant commercial conflict of interest — the publisher sells the exact products recommended, Very short content (520 words) for a YMYL health topic, No contact information on the page, Author (Grace Gallagher) has no visible health credentials listed, Content is promotional in nature, directing users to Hims products throughout • Trust Evidence: The page includes a named medical reviewer with full credentials, publication history, and licensing information. Sources are cited with 11 references including peer-reviewed journals. Editorial standards are disclosed. However, the page is published by a company that sells the exact products being recommended, creating a commercial conflict of interest. No contact info is directly on the page. • Expertise Evidence: The medical reviewer, Knox Beasley, MD, is a board-certified dermatologist with extensive credentials including military service, academic publications, and specialization in hair loss. The content references peer-reviewed studies, FDA-approved medications, and clinical trial data. However, the article is quite short (520 words) for the topic complexity and lacks deep clinical nuance. • Experience Evidence: The article is written by Grace Gallagher and reviewed by Knox Beasley, MD, a board-certified dermatologist with 10 years of clinical experience. However, the content itself is relatively generic and does not reflect first-hand patient experience or personal use of the treatments discussed. The author bio does not indicate personal experience with hair loss. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space. The blog is branded as 'Good Health by Hims.' The content cites reputable sources including the American Academy of Dermatology, PubMed studies, and FDA labeling. The structured data includes MedicalWebPage schema with a named medical reviewer.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page discusses prescription medications (finasteride) and over-the-counter treatments (minoxidil) for hair loss, including their efficacy timelines and usage recommendations. This constitutes health and medical advice that could directly influence a user's healthcare decisions. • Potential Harm: Users may make decisions about starting, stopping, or combining prescription medications based on this content. Finasteride in particular has significant side effects (sexual dysfunction, potential mood effects) that are not discussed in this article. Incomplete medical information could lead to uninformed treatment decisions. • Standards Required: High E-E-A-T standards are required. Content must be accurate, comprehensive, include appropriate caveats about side effects and the need for medical consultation, and be produced or reviewed by qualified medical professionals.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear, logical structure with descriptive H2 headings, Accurate citation of specific studies with timeframes, Medically reviewed by a board-certified dermatologist, Includes practical lifestyle advice beyond just medications • Weaknesses: Extremely short for a YMYL health topic — 520 words is insufficient, No discussion of side effects of finasteride or minoxidil, No advice to consult a healthcare provider before starting prescription medications, Heavy promotional content for Hims products embedded throughout, Does not actually show what 6 months of hair growth 'looks like' visually in a meaningful way, Title promises visual information ('looks like') but content is primarily text-based • Mc Description: The main content covers hair growth rate (approximately 0.5 inches/month), finasteride efficacy timeline (improvements visible at 3-6 months, full effect at 12 months), minoxidil efficacy timeline (statistically significant growth at 16 weeks), and lifestyle tips for promoting hair growth. It concludes with product recommendations from Hims.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with regulatory oversight as a telehealth provider'} • {'source': 'The site is reviewed by board-certified physicians with verifiable credentials and publication histories'} • {'source': 'Hims has received significant press coverage in major publications including Forbes, WSJ, and TechCrunch'} • {'source': 'The company operates under FDA and FTC regulatory frameworks for telehealth and pharmaceutical marketing'} • {'source': 'Editorial standards page is publicly available and discloses sourcing guidelines'}

Trust Analysis

Transparency: Moderate transparency. The site discloses its editorial standards and medical reviewer credentials clearly. However, the commercial relationship between the content and the products recommended is not explicitly disclosed as a conflict of interest. The site is clearly a commercial telehealth platform, which users can infer, but the promotional nature of the content is not labeled. • Trust Factors: Named medical reviewer with full, verifiable credentials (Knox Beasley, MD), 11 peer-reviewed citations from reputable sources, Publicly traded company with regulatory accountability, Clear editorial standards disclosure, MedicalWebPage structured data with reviewer attribution, About page exists • Distrust Factors: No contact information on the page, Publisher sells the exact products being recommended — significant commercial conflict of interest, Side effects of finasteride not disclosed, No recommendation to consult a doctor before starting prescription medication, OpinionNewsArticle schema type is inconsistent with factual health content presentation, Author (Grace Gallagher) has no visible health credentials

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Grace Gallagher', 'organization': 'Hims & Hers Health, Inc.', 'publisher_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Knox Beasley, MD — Board Certified Dermatologist, 10 years clinical experience, licensed in all 50 states, Fellow of the American Academy of Dermatology'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	incomplete_medical_information • commercial_bias
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is thin relative to topic complexity, which could indicate scaled content production, Heavy internal linking to commercial product pages throughout the article

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive in design or purpose, but there is mild informational deception through omission. The article presents finasteride as a straightforward treatment without disclosing its significant potential side effects, which could lead users to make uninformed health decisions. The use of 'OpinionNewsArticle' schema while presenting factual health information is a minor technical inconsistency. The commercial intent is implicit but not hidden.

Harm Analysis

Severity: low • Harm Details: The article is mildly misleading in that it promotes finasteride without disclosing its significant potential side effects (sexual dysfunction, post-finasteride syndrome, mood changes). For a YMYL health article, this omission could lead users to start a prescription medication without full informed consent. The article also presents commercial product recommendations as neutral health advice. The 'OpinionNewsArticle' schema type is inconsistent with the factual health information presentation.

Ads Analysis

Ad Placement: The page contains promotional content for Hims products (Hair Power Pack, Hair Thickening Shampoo, topical finasteride spray, minoxidil solution, oral finasteride) embedded within the editorial content. There is also a floating footer promo banner and a sticky sidebar. These are native/integrated promotions rather than traditional display ads. • User Experience Impact: The promotional content is integrated into the article flow and does not significantly obstruct reading. However, the blending of editorial and commercial content without clear labeling could affect user perception of objectivity. The floating footer promo is a minor distraction but not severely obstructive.

Recommendations

Critical Issues

• Finasteride side effects are completely absent from the article — this is a significant omission for a YMYL health article about a prescription medication with known serious side effects

• No advice to consult a doctor before starting prescription medication treatment — this is a basic requirement for responsible health content

Improvements

• Add a comprehensive side effects section for finasteride, including sexual dysfunction, mood changes, and post-finasteride syndrome, to meet YMYL health content standards

• Include a clear recommendation to consult a healthcare provider before starting finasteride or any prescription medication

• Significantly expand the content depth — 520 words is insufficient for a YMYL health topic; aim for 1,500-2,500 words with more clinical detail

• Add explicit disclosure of the commercial relationship between the editorial content and Hims products

• Include actual before/after imagery or visual representations of hair growth stages to fulfill the title's promise of showing what 6 months 'looks like'

• Correct the OpinionNewsArticle schema type to a more appropriate type for factual health content

• Add contact information to the page or make it easily accessible

• Include information about who is NOT a good candidate for finasteride or minoxidil

Strengths

• Named, credentialed medical reviewer (Knox Beasley, MD) with verifiable board certification and publication history

• 11 peer-reviewed citations from reputable sources including AAD, PubMed, and FDA labeling

• Clear, logical content structure with descriptive headings and good readability

• Published by a publicly traded, regulated telehealth company with accountability

• Structured data implementation with MedicalWebPage schema and reviewer attribution

89

https://hims.com/blog/a-complete-guide-cialis-tadalafil-side-effects

58

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:41

Scores at a Glance

55	PQ Score	68	E-E-A-T Overall	62	Experience	72	Expertise
68	Authoritativeness	70	Trust	60	Content Effort	58	Originality
65	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about Cialis (tadalafil) — its uses, mechanism of action, dosing, effectiveness, cost, side effects, and drug interactions — while also serving as a commercial funnel for Hims' telehealth services. • Rating Justification: The page is a YMYL health topic (prescription medication guide) from a commercial telehealth provider. It has a medical reviewer, structured data, and covers relevant clinical information. However, the extremely low word count (588 words) for a page claiming to be a 'complete guide' is a significant quality concern. The table of contents lists 11 sections but the excerpt suggests much of the content may be truncated or the word count is inaccurate. The commercial conflict of interest (selling the medication being discussed) reduces trust. The lack of visible author credentials and contact information further limits quality. The content that is present is reasonably accurate and helpful, preventing a lower rating.

E-E-A-T

Overall	68
Experience	62
Expertise	72
Authoritativeness	68
Trust	70

E-E-A-T Analysis

Key Strengths: Medical reviewer (Martin Miner, MD) identified in structured data with review date, Regular content updates (published 2019, updated January 2025), Includes expert quote from Dr. Peter J. Stahl, MD, SVP at Hims & Hers, Uses MedicalWebPage schema markup appropriately, Covers both common and serious side effects with clinical detail, References clinical studies and meta-analyses • Key Weaknesses: No visible author bio or credentials displayed on-page for Erica Garza, No visible contact information on this specific page, Clear commercial conflict of interest — page promotes Hims products and pricing, Medical reviewer credentials not displayed in readable page content, Word count of 588 is very low for a comprehensive guide on a YMYL health topic, Lack of visible external citations/references section • Trust Evidence: The page uses MedicalWebPage schema with a medical reviewer (Martin Miner, MD) and a last-reviewed date (2024-12-06). The content is regularly updated (last modified 2025-01-30). The site has an About page. However, there is no visible contact information on this page, no author bio displayed, and the commercial nature of the site (selling Cialis/tadalafil) creates a potential conflict of interest. The page promotes Hims products directly within the content. • Expertise Evidence: The article is reviewed by Martin Miner, MD, and written by Erica Garza. Medical reviewer credentials are present via structured data. Content covers pharmacological mechanisms (PDE5 inhibition), dosing protocols, drug interactions, and clinical trial references (2008 review of studies). The structured data uses MedicalWebPage schema. However, no detailed credentials for the reviewer are displayed on-page, and the author lacks visible medical credentials. • Experience Evidence: The article includes a quote from Dr. Peter J. Stahl, MD, SVP of Men's Sexual Health & Urology at Hims & Hers, providing first-hand clinical perspective. The content reflects practical patient-facing experience with dosing guidance and real-world usage scenarios. However, the author (Erica Garza) appears to be a health writer rather than a medical professional with direct clinical experience. • Authoritativeness Evidence: Hims & Hers is a well-known telehealth company operating in the men's health space with FDA-regulated prescription services. The site has an About page. The article cites a meta-analysis and a 2008 review of studies. Structured data includes publisher information. However, external citations/links to peer-reviewed sources are not prominently displayed in the excerpt, and the domain is a commercial health platform rather than a purely editorial medical authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides detailed medical information about a prescription medication (tadalafil/Cialis), including dosing instructions, side effects (including serious ones like priapism and optic nerve damage), drug interactions, and treatment recommendations for erectile dysfunction and BPH. This directly impacts users' health decisions and medication use. • Potential Harm: Inaccurate dosing information, incomplete drug interaction warnings, or misleading efficacy claims could lead users to misuse prescription medication, delay seeking proper medical care, or experience adverse drug interactions. The page also promotes purchasing the medication through Hims, which could influence health decisions. • Standards Required: Highest E-E-A-T standards required. Content must be written or reviewed by qualified medical professionals, cite credible medical sources, be regularly updated, clearly disclose commercial relationships, and provide complete safety information including contraindications.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Well-organized with clear table of contents and section headers, Covers both common and serious side effects with appropriate clinical detail, Includes practical information on dosing (as-needed vs. daily), Expert quote adds credibility and practical insight, Addresses cost comparison between generic and brand-name versions, Regularly updated content with medical review • Weaknesses: Word count of 588 is far too low for a page claiming to be a 'complete guide' on a complex medical topic, The title promises 'Uses, Side Effects, and More' but the content depth appears insufficient for a comprehensive resource, Commercial pricing information for Hims products embedded in informational content blurs editorial and promotional content, No visible references section or citations for users to verify claims, Nitrates (a critical contraindication for PDE5 inhibitors) not mentioned in the drug interactions section visible in the excerpt, No discussion of contraindications or who should not take Cialis • Mc Description: The main content is a guide to Cialis (tadalafil) covering its mechanism of action, dosing, uses, effectiveness, cost, side effects, drug interactions, and tips for avoiding side effects. It is written for men considering or using Cialis for erectile dysfunction.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition • The company operates under FDA and state pharmacy board regulations • Medical reviewer Martin Miner, MD is identified in structured data • The site has received media coverage and operates legitimate telehealth services

Trust Analysis

Transparency: Partial transparency. The medical reviewer is identified in structured data but not prominently displayed in readable content. The author's credentials are not visible. The commercial relationship between the content and the products being sold is not explicitly disclosed as a conflict of interest. The site is a legitimate business but the dual role of health information provider and product seller is not clearly delineated. • Trust Factors: Medical reviewer identified with name and credentials in structured data, Content regularly updated with clear publication and modification dates, MedicalWebPage schema markup demonstrates awareness of medical content standards, Hims & Hers is a legitimate, regulated telehealth company, About page exists on the website, Expert quote from named medical professional with title, Serious side effects and drug interactions are disclosed • Distrust Factors: No visible contact information on the page, No visible author bio — Erica Garza's credentials not displayed to users, Medical reviewer credentials not visible in page content (only in structured data), Clear commercial conflict of interest — the page sells the medication it reviews, Pricing information for Hims products embedded in informational content, Very low word count for a 'complete guide' raises questions about content depth, No visible references or citations section for users to verify medical claims

Creator

Creator Identified	Yes
Creator Type	organization
Credentials	{'author': 'Erica Garza (health writer)', 'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Martin Miner, MD', 'expert_contributor': "Dr. Peter J. Stahl, MD, SVP of Men's Sexual Health & Urology at Hims & Hers"}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and maintained over time, Regular updates suggest genuine editorial investment

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It is clearly a commercial health information page from a telehealth company that also sells the medication being discussed. While the commercial intent is present, it is not hidden — pricing for Hims products is openly displayed. The medical information provided appears accurate based on the excerpt. The use of 'OpinionNewsArticle' schema type alongside 'MedicalWebPage' is slightly unusual but not deceptive.

Harm Analysis

Severity: low • Harm Details: The content does not appear to be harmful. It accurately describes serious side effects and drug interactions. The commercial nature creates a mild conflict of interest but does not rise to the level of harmful misinformation. The omission of nitrate interactions in the visible excerpt is a concern but may be covered elsewhere in the full article.

Ads Analysis

Ad Placement: The page contains promotional content for Hims' own products (pricing for generic and brand-name Cialis through Hims, CTAs like 'Enjoy sex like you used to — Learn more'). These are integrated into the content rather than traditional third-party display ads. There is also a promotional banner at the top of the page. • User Experience Impact: The promotional content is integrated into the informational content in a way that could blur the line between editorial and advertising. However, it does not appear to obstruct access to the main content. The sticky promotional banner and floating footer promo may slightly distract from content consumption but are standard for commercial health sites.

Recommendations

Critical Issues

• Critically low word count (588 words) for a YMYL 'complete guide' on a prescription medication — this is the most significant quality issue

• Potential omission of nitrate drug interactions (a life-threatening contraindication for PDE5 inhibitors) in the visible drug interactions section

• No visible author credentials or medical reviewer information in readable page content — only in structured data

Improvements

• Significantly expand content depth — 588 words is insufficient for a 'complete guide' on a prescription medication; aim for 2,500-4,000 words with comprehensive coverage of all 11 table of contents sections

• Add a visible, detailed author bio for Erica Garza with relevant credentials and a prominent medical reviewer section with Martin Miner, MD's full credentials and specialty

• Add a references/citations section with links to peer-reviewed studies, FDA prescribing information, and clinical guidelines

• Include a clear disclosure statement about the commercial relationship between the informational content and Hims' product offerings

• Add critical safety information including contraindications (especially nitrate interactions, which are life-threatening) and a clear statement that users should consult a healthcare provider

• Add visible contact information for the editorial team or medical affairs department

• Update the 2008 study citation with more recent clinical evidence

• Consider separating informational content from commercial content more clearly

Strengths

• Medical reviewer (Martin Miner, MD) identified and content regularly updated through January 2025

• Appropriate use of MedicalWebPage schema markup with review dates

• Includes expert quote from named medical professional with specific title and role

• Covers both common and serious side effects including rare but serious conditions (priapism, NAION, hearing loss)

• Transparent pricing information helps users make informed decisions

• Hims & Hers is a legitimate, regulated telehealth company with established reputation

90 https://hims.com/blog/a-complete-guide-viagra-sildenafil-side-effects 54

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:42

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	62	Expertise
60	Authoritativeness	58	Trust	55	Content Effort	50	Originality
60	Skill	72	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about Viagra/sildenafil side effects including common, less common, and serious side effects, as well as drug interactions and precautions. It partially achieves this but lacks depth expected of a 'complete guide.' • Rating Justification: The page provides accurate, medically reviewed information about sildenafil side effects from a legitimate telehealth company. However, it falls short of high quality for a YMYL health topic due to: thin content (820 words for a 'complete guide'), commercial conflict of interest, missing author bio display, no contact info, and the dual schema typing as both MedicalWebPage and OpinionNewsArticle is inconsistent. The content is helpful but not comprehensive enough for the topic's complexity.

E-E-A-T

Overall	56
Experience	45
Expertise	62
Authoritativeness	60
Trust	58

E-E-A-T Analysis

Key Strengths: Medical reviewer identified (Kelly Brown, MD), Structured data with MedicalWebPage schema, Accurate clinical information about sildenafil side effects, Published and updated dates visible, Legitimate telehealth company with established reputation • Key Weaknesses: Clear commercial conflict of interest - site sells the medication being reviewed, Author bio not displayed on page, No contact information on page, 820 words is thin for a 'complete guide' on a YMYL health topic, No citations or references section beyond one inline mention, OpinionNewsArticle schema type is inappropriate for medical content • Trust Evidence: The page includes a medical reviewer (Kelly Brown, MD) and an author (Rachel Sacks), has structured data, and is published by a legitimate telehealth company. However, there is no contact information on the page, the author bio is not displayed, and the commercial nature of the site (selling the medication being discussed) creates a conflict of interest. The page has ads present. • Expertise Evidence: The article correctly identifies sildenafil as a PDE5 inhibitor, accurately describes the mechanism of action, lists clinically recognized side effects including NAION and priapism with appropriate context, and cites a 2006 study from the International Journal of Clinical Practice. Medical terminology is used correctly. However, the content is relatively surface-level at 820 words for a 'complete guide.' • Experience Evidence: The content is written from an informational perspective without clear first-hand patient or clinical experience. The author (Rachel Sacks) appears to be a health writer, not a medical professional. The reviewer (Kelly Brown, MD) provides some medical credibility but the review relationship is not deeply elaborated. • Authoritativeness Evidence: Hims is a well-known telehealth company specializing in men's health including ED treatments. The page has structured data with MedicalWebPage schema and is reviewed by a named MD. However, the site has a commercial interest in selling sildenafil, which creates a potential conflict of interest that reduces authoritativeness.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses a prescription medication (sildenafil/Viagra), its side effects, drug interactions, and medical precautions. Incorrect or incomplete information could directly impact health decisions, including whether someone takes a medication that could cause serious harm given their medical history or current medications. • Potential Harm: Users may make decisions about taking sildenafil based on this information. Missing or inaccurate information about drug interactions (e.g., with nitrates causing dangerous blood pressure drops) or contraindications could lead to serious medical harm. The page could also influence users to minimize side effects and proceed with medication without consulting a doctor. • Standards Required: Highest standards of medical accuracy, comprehensive coverage of all significant risks, clear recommendation to consult healthcare providers, transparent disclosure of commercial interests, robust author/reviewer credentials, and up-to-date information aligned with current prescribing guidelines.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organization with logical heading structure, Covers both common and serious side effects, Includes specific rare conditions (NAION, SSHL, priapism) with explanations, Medical reviewer credited, Updated date visible, Appropriate use of medical terminology with lay explanations • Weaknesses: 820 words is insufficient for a 'complete guide' on this YMYL topic, Missing dosage-specific side effect information beyond a brief mention, No comprehensive drug interaction table or list, No information about what to do if side effects occur (beyond seeking medical attention), Missing information about alcohol interactions, No comparison with other ED medications, Lacks references/citations section, Commercial CTAs embedded within content create conflict of interest • Mc Description: The main content covers common sildenafil side effects (headaches, back pain, nasal congestion, dizziness, flushing, dyspepsia, nausea, visual changes, low blood pressure, rash), less common serious side effects (priapism, NAION, sudden hearing loss), and drug interactions/precautions. The content is organized with clear headings and provides clinically accurate information.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (HIMS on NYSE) • FDA-regulated telehealth platform • Known media coverage and established brand in men's health

Trust Analysis

Transparency: Partial transparency - the author and reviewer are named but bios are not displayed. The commercial relationship (Hims sells sildenafil) is not explicitly disclosed within the article. The site's commercial nature is apparent from navigation and CTAs but not formally disclosed as a conflict of interest in the content. • Trust Factors: Medical reviewer (Kelly Brown, MD) credited, Published and updated dates visible, Legitimate telehealth company with regulatory oversight, Structured data with MedicalWebPage schema, Content aligns with established medical knowledge, About page exists • Distrust Factors: No contact information on page, Author bio not displayed despite being credited, Clear commercial conflict of interest - site sells the medication being discussed, OpinionNewsArticle schema type is inappropriate and potentially misleading for medical content, No references or citations section, Promotional CTAs embedded within medical content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Rachel Sacks (health writer)', 'organization': 'Hims & Hers Health, Inc.', 'business_type': 'Telehealth company, publicly traded (NYSE: HIMS)', 'specialization': "Men's and women's health, including ED treatments", 'medical_reviewer': 'Kelly Brown, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content appears original and not copied, No keyword stuffing detected, Legitimate business with established brand, Content serves genuine informational purpose

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in a harmful sense. The commercial intent is apparent from the site context. The 'complete guide' title slightly overpromises the depth of content. The OpinionNewsArticle schema type is technically misleading as this is medical information, not opinion journalism, but this is a technical implementation issue rather than intentional user deception. CTAs to purchase medication are present but clearly identifiable.

Harm Analysis

Severity: low • Harm Details: The content is generally accurate and does not contain harmful misinformation. It appropriately warns about serious side effects and recommends consulting healthcare providers. The commercial nature of the site (selling sildenafil) creates a potential bias toward minimizing side effects, but the content does not appear to actively downplay risks. The 'complete guide' title is somewhat misleading given the thin coverage.

Ads Analysis

Ad Placement: The page contains promotional content for Hims products (sildenafil/ED treatments) embedded within the article content, including CTAs like 'Be ready for sex whenever you're in the mood' and 'ED treatment personalized Hard Mints.' These are native promotional elements rather than third-party display ads. • User Experience Impact: The promotional CTAs are integrated into the content flow and may interrupt the reading experience. However, they are clearly identifiable as promotional elements. The commercial nature of the content is a concern for a YMYL health page as it may bias the information presented.

Recommendations

Critical Issues

• Commercial conflict of interest not disclosed - Hims sells the medication being reviewed, which creates a significant trust issue for YMYL health content

• Content depth is insufficient for a 'complete guide' on a YMYL health topic - 820 words does not meet the standard expected for comprehensive medical information

• OpinionNewsArticle schema type is inappropriate and potentially misleading for medical information content

Improvements

• Expand content significantly - a 'complete guide' should be 2000+ words covering dosage-specific side effects, management strategies, when to seek emergency care, and comprehensive drug interactions

• Add a visible author bio with Rachel Sacks' credentials and Kelly Brown MD's full credentials and specialty

• Add contact information or link prominently to contact page

• Include a formal references/citations section with links to clinical studies and prescribing information

• Disclose the commercial relationship (Hims sells sildenafil) within the article as a conflict of interest statement

• Fix schema markup - remove OpinionNewsArticle type for medical content; MedicalWebPage alone is more appropriate

• Add information about alcohol interactions with sildenafil

• Include a clear 'consult your doctor' disclaimer more prominently

• Add information about what to do if specific side effects occur (not just 'seek medical attention')

• Consider adding a comparison table of side effect frequencies from clinical trial data

Strengths

• Medically accurate content reviewed by a named MD (Kelly Brown, MD)

• Clear organization with logical heading structure covering common and serious side effects

• Legitimate, established telehealth company with regulatory oversight

• Includes specific rare but serious conditions (NAION, priapism, SSHL) with appropriate clinical context

• Structured data implementation with MedicalWebPage schema

• Content is accessible to lay readers while maintaining medical accuracy

91 https://hims.com/blog/cialis-vs-viagra 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:43

Scores at a Glance

55	PQ Score	62	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	60	Trust	60	Content Effort	55	Originality
65	Skill	75	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to provide a side-by-side comparison of Cialis and Viagra covering medication names, summaries, drug categories, approved uses, dosages, side effects, interactions/contraindications, and warnings - helping users research treatment options. • Rating Justification: The page serves a legitimate informational purpose as a drug comparison tool with medically reviewed content sourced from official drug labels. However, the extremely low word count (138 words in main content), clear commercial intent from a company selling these drugs, and lack of independent citations limit it to medium quality. The medical reviewer adds credibility but the commercial context and thin content prevent a higher rating.

E-E-A-T

Overall	62
Experience	55
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Medical reviewer with extensive credentials (MD, MBA, MPH, MS, ALM) listed, Content sourced from official brand-name drug labels with explicit citations, Appropriate medical disclaimers present, Structured data (MedicalWebPage schema) implemented, Accurate pharmacological information including drug category, dosages, side effects, interactions, and warnings • Key Weaknesses: No author contact information provided, Clear commercial conflict of interest - the company sells these medications, Word count is very low (138 words) for a medical comparison page, No independent citations to peer-reviewed literature, No patient experience or clinical outcome data • Trust Evidence: The page has a medical reviewer listed with credentials. It references official drug label information and includes appropriate disclaimers stating the information is 'NOT MEDICAL ADVICE' and that consultation with a healthcare provider is required. However, there is no author contact info, and the page is clearly commercial in nature as it sells these medications. • Expertise Evidence: The page includes a medical review attribution to 'Mike Bohl, MD, MBA, MPH, MS, ALM' with a review date of Nov 4, 2024. The content accurately describes pharmacological categories (PDE5 inhibitors), approved uses, dosages, side effects, interactions, and warnings sourced from brand-name drug labels. The information appears clinically accurate. • Experience Evidence: The page is a drug comparison tool from Hims, a telehealth company that prescribes and sells these medications. The company has direct experience with ED medications through their medical practice, but the page itself lacks personal patient experience narratives or clinical case studies. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the ED medication space. The page references official prescribing information from brand-name Cialis and Viagra labels. The site has structured data marking it as a MedicalWebPage. The domain hims.com has established authority in men's health.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides detailed medical information about prescription medications (Cialis/tadalafil and Viagra/sildenafil) including dosages, drug interactions, contraindications, and warnings. Users may use this information to make decisions about their health and medication use. • Potential Harm: Incorrect or incomplete drug information could lead users to take medications inappropriately, miss dangerous drug interactions (e.g., with nitrates causing severe blood pressure drops), or self-medicate without proper medical supervision. The page does include appropriate disclaimers but the information itself is high-stakes. • Standards Required: Highest standards of accuracy, medical expertise, and clear disclaimers are required. The page must be medically accurate, clearly attributed to qualified medical professionals, and include appropriate safety warnings.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Well-organized comparison format makes information easy to scan, Covers all clinically relevant comparison points (uses, dosing, side effects, interactions, warnings), Accurate information sourced from official drug labels, Appropriate medical disclaimers included, Medical reviewer with strong credentials listed • Weaknesses: Extremely low word count (138 words) for a YMYL medical comparison page, No contextual information about when to choose one medication over another, No information about efficacy comparisons or clinical trial data, No patient-friendly explanations of medical terminology, Missing information about cost comparisons, availability, or insurance coverage • Mc Description: The main content is a structured drug comparison table covering Cialis (tadalafil) vs Viagra (sildenafil citrate) across multiple clinical dimensions including summaries, drug categories, approved uses, dosages, common side effects, drug interactions/contraindications, and warnings/precautions. The information is sourced from official brand-name drug labels.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) • The company is a licensed pharmacy and telehealth provider • Medical reviewer Mike Bohl, MD has verifiable credentials

Trust Analysis

Transparency: The page is transparent about being a commercial entity (Hims) providing drug comparison information. The medical reviewer is named with credentials. The source of information (brand-name drug labels) is explicitly cited. The commercial intent (selling these medications) is clear from the 'Find my treatment' CTAs. • Trust Factors: Medical reviewer with extensive credentials listed (MD, MBA, MPH, MS, ALM), Content sourced from official FDA-approved drug labels with explicit attribution, Clear disclaimer that content is not medical advice, Structured data implementing MedicalWebPage schema, Company is a licensed, regulated telehealth provider, About page exists on the site, Review date provided (Nov 4, 2024) • Distrust Factors: Clear commercial conflict of interest - the company sells both medications being compared, No contact information for the medical reviewer, No independent third-party citations or peer-reviewed sources, The comparison tool links directly to 'Find my treatment' CTAs for both medications, Very thin content for a YMYL medical page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'review_date': 'November 4, 2024', 'company_type': 'Telehealth company and licensed pharmacy', 'medical_reviewer': 'Mike Bohl, MD, MBA, MPH, MS, ALM'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a drug comparison tool from a telehealth company. The commercial intent is clear. The information is accurate and sourced from official drug labels. No deceptive design patterns or misleading information detected.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It provides accurate medical information with appropriate disclaimers. The commercial nature of the page (selling these medications) is transparent. The page explicitly states the information is not medical advice and recommends consultation with a healthcare provider.

Ads Analysis

Ad Placement: The page includes CTAs to 'Find my treatment' for both Cialis and Viagra, which are commercial calls-to-action rather than traditional display ads. There is also a promotional banner at the top ('Spontaneous sex for less than $2/day'). These are integrated into the page design rather than being separate ad units. • User Experience Impact: The commercial CTAs are present but do not obstruct the main comparison content. The drug comparison information is accessible without clicking any CTAs. The promotional banner is at the top but does not prevent access to the main content.

Recommendations

Critical Issues

• Extremely low word count (138 words) for a YMYL medical comparison page - this is insufficient for the topic's complexity and importance

• No independent citations to peer-reviewed literature or FDA prescribing information beyond brand-name labels

Improvements

• Significantly expand content to include efficacy comparisons, clinical trial data, and patient-friendly explanations of medical terminology

• Add independent citations to peer-reviewed medical literature and FDA prescribing information

• Include information about when a healthcare provider might recommend one medication over another

• Add cost comparison information and insurance coverage guidance

• Provide more context about the medical reviewer's background and expertise in this specific area
• Consider adding a FAQ section addressing common patient questions about these medications
• Include information about generic versions (sildenafil, tadalafil) alongside brand names

Strengths

• Medically reviewed by a highly credentialed physician (MD, MBA, MPH, MS, ALM)
• Information accurately sourced from official brand-name drug labels with explicit attribution
• Appropriate medical disclaimers clearly stating content is not medical advice
• Well-organized comparison format covering all clinically relevant dimensions
• Structured data (MedicalWebPage schema) properly implemented
• Clear transparency about commercial nature of the page

92 https://hims.com/blog/citalopram-for-anxiety N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:58

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

93 https://hims.com/blog/daily-cialis-costs-benefits 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:43

Scores at a Glance

58	PQ Score	66	E-E-A-T Overall	55	Experience	72	Expertise
68	Authoritativeness	70	Trust	60	Content Effort	55	Originality
65	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about daily Cialis (tadalafil) including how it works, dosage, benefits, risks, and alternatives. It successfully covers these topics at a basic level while also serving as a commercial funnel for Hims' telehealth services. • Rating Justification: The page provides useful, medically reviewed information about daily Cialis with accurate dosage information and balanced pros/cons. However, it is a YMYL health topic published by a commercial entity with a direct financial interest in promoting the product. The content is relatively brief, lacks citations to primary sources, and the commercial bias reduces its overall quality rating. It meets basic informational needs but falls short of the high standards required for YMYL medical content.

E-E-A-T

Overall	66
Experience	55
Expertise	72
Authoritativeness	68
Trust	70

E-E-A-T Analysis

Key Strengths: Named medical reviewer with MD credentials, Accurate clinical information with dosage specifics and efficacy statistics, Clear publication and update dates (originally 2020, updated May 2025), Structured data including MedicalWebPage schema, Balanced coverage including risks and drawbacks alongside benefits • Key Weaknesses: Significant commercial conflict of interest - Hims sells the products discussed, No visible citations or links to primary research sources, No contact information on the page, Author (Geoffrey C. Whittaker) appears to be a content writer, not a medical professional, Relatively thin content (588 words) for a comprehensive medical topic, Structured data labels it as 'OpinionNewsArticle' which is inconsistent with medical information framing • Trust Evidence: The page includes a named medical reviewer (Felix Gussone, MD), publication and update dates, structured data markup, and references to clinical trial data. However, there is no contact information visible, no citations/references section linking to primary sources, and the commercial nature of the site (selling Cialis/tadalafil) creates potential bias in the content. • Expertise Evidence: Medical review by Felix Gussone, MD provides professional oversight. The content accurately describes PDE5 inhibitor mechanisms, dosage information (2.5mg and 5mg daily doses), clinical trial data (57% vs 49% efficacy comparison), half-life concepts, and drug interactions. Medical terminology is used correctly. However, the article is relatively short (588 words) for the breadth of topics covered. • Experience Evidence: The content is written by Geoffrey C. Whittaker and reviewed by Felix Gussone, MD. The article demonstrates familiarity with the topic through practical discussion of daily vs. as-needed use scenarios, but lacks first-person patient experience or clinical case examples. The author appears to be a health writer rather than a medical professional with direct experience. • Authoritativeness Evidence: Hims is a well-known telehealth company specializing in men's health. The page has structured data with MedicalWebPage schema and includes a medical reviewer. The site has an About page. However, Hims is primarily a commercial entity selling ED medications, which creates a conflict of interest when discussing the benefits of products they sell.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses a prescription medication (tadalafil/Cialis) for erectile dysfunction, including dosage information, drug interactions, side effects, and medical conditions that affect suitability. This is clearly YMYL health content as it could directly influence medical decisions. • Potential Harm: Users could make incorrect decisions about medication use, dosage, or drug interactions based on this content. The commercial bias could lead users toward a product that may not be appropriate for their situation. Missing information about contraindications or incomplete drug interaction warnings could cause harm. • Standards Required: High standards of medical accuracy, clear disclosure of commercial relationships, citations to peer-reviewed sources, comprehensive safety information, and strong medical expertise/credentials are required for this type of content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical organization with descriptive headings, Balanced presentation of benefits AND risks/drawbacks, Specific dosage information that users need, Includes practical decision-making guidance ('Is Daily Cialis Right for You?'), Covers alternatives to help users make informed comparisons, Medical review adds credibility • Weaknesses: At 588 words, the content is too brief for the comprehensive topic coverage promised by the heading structure, No citations or links to primary research sources, Commercial bias toward recommending Hims services is evident, The 'OpinionNewsArticle' schema type is inappropriate for medical information, Missing important safety information such as contraindications for specific populations, No patient testimonials or real-world experience examples • Mc Description: The main content explains daily Cialis (tadalafil) including its mechanism as a PDE5 inhibitor, daily dosage options (2.5mg and 5mg), benefits (spontaneous sex, convenience, confidence), risks (persistent side effects, time to peak concentration), side effects, drug interactions, and alternatives (sildenafil, vardenafil, avanafil). The content is organized with clear headings and covers the topic comprehensively at a surface level.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) • The company has received both positive coverage for expanding healthcare access and criticism for aggressive marketing practices • Medical content is reviewed by licensed physicians

Trust Analysis

Transparency: Partial transparency - the author and medical reviewer are identified, but the commercial relationship between the content and Hims' business of selling ED medications is not explicitly disclosed as a potential conflict of interest. The promotional CTAs make the commercial intent clear, but there is no formal disclosure statement. • Trust Factors: Named medical reviewer with MD credentials (Felix Gussone, MD), Named author (Geoffrey C. Whittaker) with author profile page, Clear publication and update dates, Hims is a legitimate, publicly traded healthcare company, MedicalWebPage structured data schema, Content includes safety warnings and recommends consulting healthcare providers, About page exists • Distrust Factors: No contact information visible on the page, Significant commercial conflict of interest - Hims sells the exact products discussed, No citations to primary research sources, Structured data inconsistently labels content as 'OpinionNewsArticle', The 'Spontaneous sex for less than $2/day' promotional CTA reveals commercial intent, No disclosure of the commercial relationship between the content and Hims' business model

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey C. Whittaker (health writer)', 'organization': 'Hims & Hers Health, Inc.', 'business_type': "Telehealth company specializing in men's and women's health", 'publicly_traded': 'NYSE: HIMS', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content serves dual purpose as information and commercial funnel, which is common for health company blogs but not inherently spam

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The commercial nature of the site is apparent from the navigation and CTAs. The medical information appears accurate. The 'OpinionNewsArticle' schema type is technically inconsistent but not deceptive to users. The content does not make false claims about the medication.

Harm Analysis

Severity: none • Harm Details: The content does not appear to be harmful. It accurately describes a legitimate prescription medication with appropriate caveats about consulting healthcare providers. The commercial bias is present but does not rise to the level of misleading content. Safety information including side effects and drug interactions is included. The recommendation to consult healthcare providers before use is present.

Ads Analysis

Ad Placement: The page contains promotional CTAs for Hims' own services (e.g., 'Spontaneous sex for less than $2/day - Get started') and a floating footer promo banner. These are integrated into the page design rather than third-party display ads. There is also a promotional banner at the top of the page. • User Experience Impact: The promotional elements are present but do not appear to obstruct the main content. The CTAs are clearly promotional and users can distinguish them from the informational content. The sticky footer promo may be slightly intrusive on mobile but is a common pattern for health/telehealth sites.

Recommendations

Critical Issues

• No citations to primary research sources for a YMYL medical topic - this is a significant trust and accuracy concern

• Undisclosed commercial conflict of interest - the page promotes products that Hims directly sells without explicit disclosure

Improvements

• Add citations and links to primary research sources (clinical trials, FDA documentation) to support statistical claims

• Include a clear conflict of interest disclosure explaining that Hims sells tadalafil/Cialis products

• Expand content depth - 588 words is insufficient for a comprehensive medical topic; aim for 1500-2500 words with more detailed safety information

• Add contact information for the editorial/medical team

• Fix the schema markup inconsistency - 'OpinionNewsArticle' is inappropriate for medical information; use only 'MedicalWebPage'

• Include more comprehensive contraindication information (e.g., nitrate medications, specific cardiovascular conditions)

• Add author credentials/biography for Geoffrey C. Whittaker to establish writing expertise

• Consider adding a patient FAQ section addressing common concerns

Strengths

• Medical review by a named, credentialed physician (Felix Gussone, MD) adds legitimacy

• Balanced coverage of both benefits and risks/drawbacks demonstrates editorial integrity

• Clear, logical organization with descriptive headings makes content accessible

• Accurate dosage information and mechanism of action explanation

• Regular content updates (last updated May 2025) demonstrate maintenance commitment

• Structured data implementation (MedicalWebPage schema) supports search visibility

94

https://hims.com/blog/does-insurance-cover-viagra

52

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:49

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	58	Trust	55	Content Effort	50	Originality
60	Skill	70	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to answer whether insurance covers Viagra/sildenafil, covering Medicare, Medicaid, and general insurance plan considerations, while also directing users toward Hims ED products as an alternative. • Rating Justification: The page provides generally accurate and helpful information about Viagra insurance coverage for a common consumer question. It has a medical reviewer, is from a legitimate company, and covers the main aspects of the topic. However, it is relatively short (816 words), has a clear commercial agenda, lacks prominent author credentials, and the content depth is limited for a YMYL health topic. The commercial intent is pervasive with multiple product CTAs embedded throughout the article.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Medical reviewer (MD, MBA) identified in structured data, Published and updated dates clearly indicated, Legitimate publicly traded company with established reputation, Accurate general information about Medicare/Medicaid coverage • Key Weaknesses: No visible author bio or credentials on page, No contact information displayed, Strong commercial bias toward Hims products throughout content, Article schema labeled as 'OpinionNewsArticle' but presented as factual health guidance, Limited citations to authoritative external sources beyond one FDA reference • Trust Evidence: The page has structured data with reviewer information (Kelly Brown MD, MBA), an About page exists, and the company is a legitimate publicly traded entity. However, there is no visible contact information on the page, the author bio is not prominently displayed, and the content serves a clear commercial purpose of driving users toward Hims ED products. The article is labeled as 'OpinionNewsArticle' in schema, which is unusual for what presents as factual health information. • Expertise Evidence: The article is reviewed by Kelly Brown MD, MBA, which adds medical oversight. The content accurately describes PDE5 inhibitors, Medicare Parts A/B/C/D distinctions, and generic vs. brand-name drug dynamics. However, the medical reviewer's credentials are listed in structured data but not prominently displayed on the page itself. The author lacks identified medical credentials. • Experience Evidence: The content is written from an informational perspective without clear first-hand patient experience. The author (Geoffrey Whittaker) appears to be a health writer rather than a medical professional with direct clinical experience. No personal experience with ED medications or insurance navigation is demonstrated. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (HIMS on NYSE) with significant brand recognition in men's health. The domain hims.com has established authority in the men's health space. The article cites the FDA regarding generic drug cost savings. However, the page has a clear commercial interest in selling ED medications, which reduces perceived objectivity.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses prescription medication (Viagra/sildenafil), insurance coverage for medical treatments, and guidance on how to obtain prescription drugs. These topics directly affect health decisions and financial decisions related to healthcare. Incorrect information could lead users to make poor decisions about their health coverage or medication access. • Potential Harm: Users could make incorrect assumptions about their insurance coverage, potentially forgoing needed treatment or making financial decisions based on inaccurate information. The page also guides users toward obtaining prescription medications online, which carries safety risks if not done through legitimate channels. • Standards Required: High E-E-A-T standards required: clear medical expertise, transparent authorship with credentials, accurate and up-to-date information, clear disclosure of commercial relationships, and citations to authoritative medical/insurance sources.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear heading structure addressing the main question and sub-questions, Accurate distinction between brand-name Viagra and generic sildenafil, Covers multiple insurance types (private, Medicare, Medicaid), Includes practical guidance on obtaining prescriptions • Weaknesses: At 816 words, the content is too brief for a comprehensive YMYL health topic, Multiple product advertisement blocks interrupt the editorial content flow, No citations to insurance industry sources, medical studies, or government health resources beyond one FDA mention, The 'loophole' for Medicaid coverage is mentioned but not explained, No information about specific insurance plans that do cover ED medications, No discussion of prior authorization processes in detail • Mc Description: The main content addresses insurance coverage for Viagra and sildenafil, covering general insurance plans, Medicare Parts A/B/C/D, Medicaid, and alternatives for obtaining the medication without insurance. It includes a medical reviewer attribution and publication/update dates.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'The company is a licensed telehealth provider operating in the regulated US healthcare market'} • {'source': 'Multiple mainstream media outlets have covered Hims as a legitimate telehealth company'} • {'source': 'Medical reviewer Kelly Brown MD, MBA is identified in structured data with a verifiable professional title'}

Trust Analysis

Transparency: Partial transparency. The medical reviewer is identified in structured data but not prominently on the page. The author is identified but without visible credentials. The commercial relationship between the content and Hims products is not explicitly disclosed as a conflict of interest. The company's identity as the publisher is clear. • Trust Factors: Publicly traded company with regulatory oversight, Medical reviewer with MD credentials identified, Content has publication and update dates, Structured data properly implemented, About page exists, Company has established brand presence in men's health telehealth • Distrust Factors: No visible contact information on the page, Author bio not displayed on page despite being in schema, Strong commercial bias with product CTAs embedded in editorial content, Article schema type 'OpinionNewsArticle' conflicts with factual presentation, No external citations to authoritative health or insurance sources, Commercial conflict of interest: company sells the products discussed

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey Whittaker - health writer, no medical credentials identified', 'reviewer': 'Kelly Brown MD, MBA - medical doctor with business administration background', 'publisher': 'Hims & Hers Health, Inc. - publicly traded telehealth company'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Content is relatively thin for the topic depth expected, Multiple product promotion blocks embedded in editorial content could be seen as advertorial

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in a meaningful sense. The commercial intent of Hims is apparent and the content, while commercially motivated, provides generally accurate information. The 'OpinionNewsArticle' schema labeling is technically misleading as the content is presented as factual health information, but this is a technical schema issue rather than intentional user deception. Product advertisements are clearly distinguishable from editorial content.

Harm Analysis

Severity: none • Harm Details: The content does not appear to be harmful. It provides generally accurate information about insurance coverage and appropriately recommends consulting healthcare providers. The commercial intent is present but does not rise to the level of deception. The caution about counterfeit Viagra online is a positive safety note.

Ads Analysis

Ad Placement: Product promotion blocks for Hims ED medications (Hard Mints, Sildenafil Chews, Tadalafil Chews) are embedded directly within the article body between editorial sections. These are first-party product promotions rather than third-party ads. • User Experience Impact: The embedded product promotions interrupt the reading flow of the editorial content and create a conflict of interest that may reduce user trust in the objectivity of the information. However, they are visually distinct from the editorial text and do not prevent access to the main content.

Recommendations

Critical Issues

• YMYL health content lacks sufficient E-E-A-T signals: no visible author credentials, no contact information, and strong commercial conflict of interest without disclosure

• Content depth (816 words) is inadequate for the complexity of insurance coverage questions, which vary significantly by plan type, state, and individual circumstances

Improvements

• Add a visible, detailed author bio with credentials prominently displayed on the page, not just in schema markup

• Include contact information or a clear path to customer support on the page

• Expand content depth to at least 1,500-2,000 words with more comprehensive coverage of insurance plan types, state-by-state Medicaid variations, and specific coverage scenarios

• Add citations to authoritative external sources such as Medicare.gov, FDA.gov, and peer-reviewed studies on ED treatment coverage

• Clearly explain the sildenafil/pulmonary hypertension Medicaid coverage nuance that is currently mentioned but not explained

• Add a clear conflict of interest disclosure noting that Hims sells the medications discussed in the article

• Separate product promotions from editorial content more clearly, or move them to sidebar/footer positions

• Update the schema type from 'OpinionNewsArticle' to 'MedicalWebPage' consistently, or clearly mark opinion sections

• Include information about specific insurance plans or plan types that do cover ED medications

• Add a FAQ section addressing common related questions about copays, prior authorization, and appeals processes

Strengths

• Medical reviewer (Kelly Brown MD, MBA) provides professional oversight of the content

• Published by a legitimate, publicly traded telehealth company with regulatory accountability

• Content is generally accurate and covers the main aspects of the topic including Medicare, Medicaid, and private insurance

• Clear heading structure and logical content organization make the article easy to navigate

• Appropriate safety warning about counterfeit Viagra online demonstrates user-first thinking

95 https://hims.com/blog/fda-approved-male-enhancement 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:49

Scores at a Glance

62	PQ Score	70	E-E-A-T Overall	62	Experience	75	Expertise
72	Authoritativeness	70	Trust	65	Content Effort	60	Originality
70	Skill	82	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about the lack of FDA-approved male enhancement pills, warn about risks of unregulated supplements, and guide users toward FDA-approved ED medications — which Hims sells. • Rating Justification: The page provides accurate, medically reviewed information on a YMYL health topic with named credentials. It correctly informs users that no FDA-approved male enhancement pills exist and identifies legitimate FDA-approved ED medications. However, it is produced by a commercial entity (Hims) that sells the very medications discussed, creating a conflict of interest. The content is relatively short (588 words) for the topic depth required. The page meets basic quality standards for a health blog but falls short of the highest quality due to commercial bias and limited depth.

E-E-A-T

Overall	70
Experience	62
Expertise	75
Authoritativeness	72
Trust	70

E-E-A-T Analysis

Key Strengths: Named author with PhD credentials and named MD medical reviewer, Accurate medical information about FDA-approved ED medications, Cites FDA database and published research, MedicalWebPage structured data with review date, Embedded expert video with board-certified urologist • Key Weaknesses: Content is produced by a commercial entity with financial interest in promoting its own ED medication services, No contact information on the page, Author bio not directly visible in page structure (Has Author Info: False), Commercial bias may influence content framing, Word count of 588 is relatively low for a YMYL health topic • Trust Evidence: The page has structured data with MedicalWebPage schema, named author (PhD) and medical reviewer (MD), last reviewed date (2025-03-05), and last modified date (2025-03-11). The site has an About page. However, no direct contact info is present on this page, and the content serves a commercial purpose (driving users toward Hims products/services). • Expertise Evidence: Author has a PhD credential and the medical reviewer is an MD. The content accurately describes FDA-approved ED medications (sildenafil, tadalafil, vardenafil, avanafil), their mechanisms, and distinguishes them from unregulated supplements. References to a 2018 study on adulterated products and the FDA's tainted products database demonstrate research-backed expertise. • Experience Evidence: The content is written by Jill Seladi-Schulman, PhD, and reviewed by Kelly Brown, MD, indicating professional credentials. The article includes an embedded video featuring Dr. Peter Stahl, a board-certified urologist and SVP of Men's Sexual Health at Hims, providing first-hand clinical perspective. However, no direct patient experience or lived experience is demonstrated. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The blog is associated with a licensed healthcare provider platform. The article cites FDA sources and published research. Structured data includes MedicalWebPage schema with a named medical reviewer.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses medical topics including FDA drug approvals, sexual health medications (sildenafil, tadalafil, vardenafil, avanafil), risks of unregulated supplements containing hidden pharmaceutical ingredients, and erectile dysfunction treatment. These topics can directly impact a user's physical health and safety decisions. • Potential Harm: Users could be misled about the safety of unregulated supplements, or could make decisions about taking prescription-strength medications (found hidden in supplements) without medical supervision. Incorrect information could lead to dangerous drug interactions or health complications. • Standards Required: High E-E-A-T standards required: medical expertise, authoritative sourcing, clear disclosure of commercial relationships, accurate and up-to-date medical information, and transparent authorship with verifiable credentials.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, accurate answer to the user's query in the opening paragraphs, Correctly identifies FDA-approved ED medications with their brand and generic names, Warns users about specific risks including hidden pharmaceutical ingredients in supplements, References FDA's tainted products database as a credible source, Well-structured with logical heading hierarchy • Weaknesses: At 588 words, the article is too short for a comprehensive YMYL health topic, The content excerpt shows the article is cut off mid-sentence ('Of these, 81 percent contained'), Heavy commercial orientation toward Hims products may limit objectivity, Limited discussion of when to see a doctor or how to access legitimate treatments beyond Hims, No citations or links to primary medical sources visible in the excerpt • Mc Description: The main content explains what male enhancement pills are, clarifies there are no FDA-approved male enhancement pills, warns about health risks of unregulated supplements (including hidden ingredients), and introduces FDA-approved ED medications as legitimate alternatives. It includes an expert video with full transcript.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company on NYSE (ticker: HIMS), providing verifiable corporate accountability'} • {'source': 'Hims is a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'The company has received significant press coverage in major publications including Forbes, WSJ, and health media'} • {'source': 'Medical reviewer Kelly Brown, MD is a named, verifiable healthcare professional'} • {'source': 'Author Jill Seladi-Schulman, PhD has a dedicated author page on the Hims website'}

Trust Analysis

Transparency: Moderate transparency. The site identifies itself as 'Good Health by Hims' making the commercial relationship clear. Author and reviewer are named with credentials. However, the commercial motivation to recommend Hims-sold medications is not explicitly disclosed as a conflict of interest within the article. • Trust Factors: Publicly traded company with regulatory oversight, Named medical reviewer (MD) with review date, Named author with PhD credentials and author page, Accurate medical information consistent with FDA guidelines, MedicalWebPage structured data with proper schema markup, Content last reviewed March 2025, indicating maintenance • Distrust Factors: No contact information on the page, Author info not surfaced in page structure (Has Author Info: False per metadata), Strong commercial conflict of interest — Hims sells the medications being recommended, The blog is a marketing vehicle for Hims products and services, No visible citations or links to primary medical literature in the excerpt

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Jill Seladi-Schulman, PhD', 'organization': 'Hims & Hers Health, Inc.', 'video_expert': "Dr. Peter Stahl, Board-Certified Urologist, SVP Men's Sexual Health at Hims", 'medical_reviewer': 'Kelly Brown, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for the topic, Medical review process and named credentials suggest genuine editorial effort

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The title accurately reflects the content (discussing FDA-approved options and the lack of true male enhancement pills). The content correctly informs users that no FDA-approved male enhancement pills exist. The commercial nature of the site is apparent from the branding. The main content is accessible and not obstructed by ads or interstitials based on available information.

Harm Analysis

Severity: none • Harm Details: The content is not harmful. It actively warns users against potentially dangerous unregulated supplements and directs them toward FDA-approved medications. The commercial bias (promoting Hims services) is a concern for objectivity but does not constitute harmful content. The medical information presented is accurate.

Ads Analysis

Ad Placement: The page has ads present (Has Ads: True per metadata). Given this is a Hims-owned blog, ads are likely for Hims products and services (ED medications, telehealth consultations) rather than third-party advertising. This is standard practice for brand-owned health blogs. • User Experience Impact: Ads appear to be integrated into the site's commercial purpose rather than being disruptive third-party ads. The content itself functions partly as a soft advertisement for Hims ED services, which is transparent given the site branding.

Recommendations

Critical Issues

• Commercial conflict of interest not explicitly disclosed within the article — the site recommends medications it sells without acknowledging this relationship

• Author information not surfaced in page structure despite being a YMYL health article requiring high E-E-A-T

Improvements

• Add explicit conflict-of-interest disclosure noting that Hims sells the medications discussed in the article

• Expand content depth significantly — 588 words is insufficient for a comprehensive YMYL health topic; aim for 1500-2500 words with more detailed discussion of each FDA-approved medication, dosing, side effects, and contraindications

• Make author bio and credentials prominently visible on the page (currently Has Author Info: False in metadata)

• Add contact information or link to medical support resources on the page

• Include visible citations/references to primary medical literature and FDA sources within the article body

• Add a section advising users to consult a healthcare provider before starting any ED medication

• Consider adding information about non-medication approaches to sexual health (lifestyle factors, therapy)

Strengths

• Accurate, medically reviewed content that correctly identifies FDA-approved ED medications and warns against unregulated supplements

• Named author (PhD) and medical reviewer (MD) with verifiable credentials and review dates

• Embedded expert video with board-certified urologist providing additional authoritative content

• Proper MedicalWebPage structured data markup with review dates

• Published by a publicly traded, regulated telehealth company providing institutional accountability

96

https://hims.com/blog/foreplay-ideas

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:59

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

97 https://hims.com/blog/hair 55

Confidence: 0.7 **Should Rank** Analysed: 18 Jun 2026 05:35

Scores at a Glance

52	PQ Score	62	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	60	Trust	45	Content Effort	55	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a content hub/index for hair health articles, condition guides, and lifestyle guides. It successfully organizes and links to relevant hair health content for users seeking information. • Rating Justification: This is a category/index page for hair health content on a commercial telehealth platform. The page itself has minimal content (88 words) but serves as a navigation hub to substantive articles. The linked articles appear to have medical oversight and named authors. The commercial nature of the site (selling hair loss treatments) creates some bias concerns, but the content appears legitimate and professionally produced.

E-E-A-T

Overall	62
Experience	55
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Named authors with medical credentials (MD, JD), Established brand (Hims) with known reputation, Has About page and editorial standards, Articles cover legitimate medical topics with professional writers • Key Weaknesses: No contact information visible on this page, Commercial bias as a telehealth company selling hair loss treatments, Category page has very little substantive content (88 words), No author info directly on this index page • Trust Evidence: The page has an About page and mentions editorial standards. Authors are identified with credentials. However, no contact info is directly visible on this page, and the page is primarily a content hub for a commercial telehealth company with inherent commercial bias. • Expertise Evidence: Several condition guide articles are written by medical doctors (Knox Beasley MD, Lynn Marie Morski MD JD), indicating medical expertise. The site covers hair health topics with apparent medical oversight. However, the category page itself shows limited direct expertise signals. • Experience Evidence: Articles are attributed to named writers (Grace Gallagher, Geoffrey C. Whittaker, Lauren Panoff, Knox Beasley MD, Lynn Marie Morski MD JD) suggesting real authors with credentials. However, the page itself is a category/index page with minimal direct experience demonstration. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand recognition. The blog section 'Good Health by Hims' positions itself as a health information resource. Multiple MD-authored articles lend authority. The site has an About page and editorial standards mentioned in footer.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hair health content includes medical conditions (androgenetic alopecia, telogen effluvium, scalp folliculitis), prescription medications (finasteride, minoxidil, dutasteride), and medical treatments. This directly falls under health/safety YMYL category as users may make health decisions based on this content. • Potential Harm: Users could make incorrect decisions about hair loss treatments, medications with side effects (finasteride has known sexual side effects), or delay seeking proper medical care based on inaccurate information. • Standards Required: High standards for medical accuracy, clear disclosure of commercial relationships, proper medical review of content, clear statements that content is not a substitute for professional medical advice.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organization into categories (Latest, Condition Guides, Lifestyle Guides), Articles have descriptive titles and brief summaries, Mix of medical condition guides and practical lifestyle content, Named authors with credentials visible • Weaknesses: Only 88 words of actual page content - extremely thin, No introductory content explaining the section or its value, Meta description is just 'All about hair, here.' - minimal effort, Page is primarily a commercial product navigation hub disguised as editorial content • Mc Description: The main content is a category index page with a brief tagline ('All about hair, here.') and organized sections linking to hair health articles, condition guides, and lifestyle guides. The page itself contains very little substantive content but serves as a navigation hub.

Trust & Reputation

Trust Level	medium

Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (HIMS on NYSE) • Known brand in men's health space • Has editorial standards page mentioned in footer

Trust Analysis

Transparency: Moderate transparency - authors are named with credentials, but the commercial relationship between content and product sales is not explicitly disclosed on this page. The site sells hair loss treatments and also provides hair health information, creating an inherent conflict of interest. • Trust Factors: Established company with public accountability, Medical doctors listed as authors on condition guides, About page exists, Editorial standards mentioned, Articles have named authors with credentials • Distrust Factors: No contact information on this page, Commercial conflict of interest - selling hair loss treatments while providing hair health information, Category page has almost no substantive content, No author info on the index page itself

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'stock': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'medical_oversight': 'Articles written by MDs and professional health writers'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short page content (88 words) could indicate thin content, Commercial site with content marketing strategy

Deception Analysis

Severity: none • Deception Details: The page is clearly a commercial health company's blog section. While there is commercial bias, the page does not appear to be deceptive. The commercial nature of Hims is well-known and the content appears to be genuine health information rather than disguised advertising.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified. The page links to hair health information that appears medically reviewed. Commercial bias exists but is not deceptive enough to constitute harm. Medical content appears to be written with appropriate care.

Ads Analysis

Ad Placement: The page includes navigation elements promoting Hims products (hair loss treatments, finasteride, minoxidil) which serve as internal advertising. The footer contains product links. These are integrated into the site design rather than being disruptive third-party ads. • User Experience Impact: The commercial elements are integrated into the navigation and do not obstruct the editorial content. Users can access the hair health articles without significant interference from promotional content.

Recommendations

Critical Issues

• Extremely thin page content (88 words) for a YMYL health category page

• No contact information visible on the page

• Commercial conflict of interest not disclosed on the page

Improvements

• Add substantive introductory content to the category page explaining what users will find and why Hims is a credible source for hair health information

• Add explicit disclosure of the commercial relationship between editorial content and Hims products

• Include contact information or link to contact page prominently

• Add author bios or credentials summary on the category page itself

• Improve meta description beyond 'All about hair, here.' to better describe the content value

• Add structured data markup for the article listings to improve search visibility

• Include a clear editorial policy statement on the page

Strengths

• Articles written by medical doctors (Knox Beasley MD, Lynn Marie Morski MD JD) providing genuine expertise

• Well-organized content structure with clear categories

• Established brand with public accountability as a NYSE-listed company

• Mix of condition guides and lifestyle content serves diverse user needs

• Named authors with verifiable credentials across articles

98

https://hims.com/blog/how-does-viagra-work

54

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:41

Scores at a Glance

52	PQ Score	59	E-E-A-T Overall	55	Experience	65	Expertise
60	Authoritativeness	58	Trust	60	Content Effort	65	Originality
62	Skill	72	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to explain how Viagra works to men curious about or considering the medication for erectile dysfunction, while also serving as a funnel for Hims' ED treatment services. • Rating Justification: The page provides accurate, medically reviewed information about how Viagra works, covering the PDE5 mechanism, timing, dosing, and side effects. It meets basic informational needs but is relatively short for a YMYL health topic, lacks citations, has a clear commercial motivation (Hims sells ED medications), and the author lacks visible medical credentials. The medical review adds credibility but the overall depth and transparency fall short of high-quality YMYL standards.

E-E-A-T

Overall	59
Experience	55
Expertise	65
Authoritativeness	60
Trust	58

E-E-A-T Analysis

Key Strengths: Medical reviewer (Kelly Brown, MD) identified in structured data, Accurate pharmacological explanation of PDE5 inhibitor mechanism, MedicalWebPage schema markup implemented, Published and updated dates clearly indicated, Hims is a recognized telehealth brand with regulatory oversight • Key Weaknesses: No visible author bio or credentials on the page itself, No contact information present, Commercial conflict of interest — site sells Viagra/ED medications, No external citations or references to clinical studies, Relatively thin content (820 words) for a YMYL medical topic, Author (Geoffrey Whittaker) appears to be a writer, not a medical professional • Trust Evidence: Medical review by Kelly Brown, MD is noted in structured data. The page has structured data markup (MedicalWebPage schema). However, no contact information is present, author bio details are absent from the page itself, and the site is a commercial telehealth provider with inherent commercial bias toward selling ED medications. • Expertise Evidence: The article is reviewed by Kelly Brown, MD, which adds medical credibility. The content accurately describes PDE5 inhibitor mechanisms, cGMP pathways, and corpora cavernosa function. However, the 820-word count is relatively shallow for a medical topic. Structured data confirms medical reviewer attribution. • Experience Evidence: The content is written in a conversational, accessible tone suggesting familiarity with the topic, but lacks first-person patient or clinical experience. No personal accounts or case studies are provided. The author (Geoffrey Whittaker) appears to be a health writer, not a medical professional. • Authoritativeness Evidence: Hims is a well-known telehealth company specializing in men's health, lending some domain authority. The page uses MedicalWebPage schema markup and cites FDA approval. However, no external citations or peer-reviewed references are visible in the excerpt. The site has an About page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses a prescription medication (Viagra/sildenafil), its pharmacological mechanism, dosing instructions, side effects, contraindications, and interactions with other drugs. Incorrect or misleading information could directly harm users who make medical decisions based on this content. • Potential Harm: Users may take Viagra without consulting a doctor, ignore contraindications (e.g., nitrate interactions, heart conditions), misunderstand dosing, or delay seeking proper medical care for underlying conditions causing ED. • Standards Required: High E-E-A-T standards required: content should be written or reviewed by licensed medical professionals, include citations to clinical evidence, clearly disclose commercial relationships, and provide comprehensive safety information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear explanation of PDE5 inhibition mechanism and cGMP pathway, Well-organized with table of contents and logical section flow, Accessible language appropriate for general audience, Covers timing, dosing, side effects, and contraindications, Medical review attribution adds credibility • Weaknesses: At 820 words, content is too brief for a comprehensive YMYL medical article, No citations to clinical studies or FDA prescribing information, Informal/humorous tone may undermine medical seriousness for some users, Missing specific dosage information (25mg, 50mg, 100mg), Commercial CTAs integrated throughout create bias perception • Mc Description: The main content explains the pharmacological mechanism of Viagra (sildenafil) as a PDE5 inhibitor, how it affects blood flow to the penis, how long it takes to work, dosing instructions, side effects, contraindications, and what Viagra cannot do. Content is organized with clear headings and a table of contents.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) • Subject to FDA and FTC regulatory oversight as a telehealth provider • Has received media coverage and has established brand recognition • Medical review process indicated by structured data

Trust Analysis

Transparency: Partial transparency — medical reviewer is identified in structured data but not prominently displayed on the page. The commercial relationship between the content and Hims' ED medication sales is not explicitly disclosed. Author credentials are not visible to users. • Trust Factors: Medical reviewer (Kelly Brown, MD) identified in structured data, Hims is a regulated, publicly traded telehealth company, MedicalWebPage schema markup with review dates, About page exists, Content is generally medically accurate, Clear publication and update dates • Distrust Factors: No contact information on the page, No visible author bio or credentials on the page itself, Strong commercial conflict of interest — site sells the medication being discussed, No external citations or references, Author is a writer, not a medical professional, Ads present on a medical information page

Creator

Creator Identified	Yes
Creator Type	organization
Credentials	{'author': 'Geoffrey Whittaker (health writer)', 'site_type': 'Telehealth company blog', 'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Kelly Brown, MD'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False

Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is clearly a commercial health information page from Hims, a telehealth company. While there is an inherent commercial motivation to encourage users to purchase ED medications through Hims, the medical information provided appears accurate and the commercial nature of the site is reasonably apparent. No significant deceptive practices detected.

Harm Analysis

Severity: none • Harm Details: The content does not appear to be harmful or misleading. It accurately describes Viagra's mechanism, recommends consulting healthcare professionals, and notes contraindications. The commercial nature of the site (selling ED medications) creates a potential bias but does not rise to the level of harmful misinformation.

Ads Analysis

Ad Placement: The page contains promotional content for Hims' own ED treatment services (CTAs like 'Be ready for sex whenever you're in the mood' and 'Start here'). These are integrated into the page as native promotional elements rather than third-party display ads. A floating footer promo banner is also referenced in the CSS. • User Experience Impact: The promotional CTAs are present but do not appear to obstruct the main content. They are typical of telehealth company blog content where informational articles serve as acquisition funnels. The integration is relatively seamless but creates a conflict of interest perception.

Recommendations

Critical Issues

• No contact information present on a YMYL medical page — this is a significant trust signal deficiency

• Author credentials not visible to users on the page itself, only in structured data — undermines E-E-A-T for YMYL content

• Commercial conflict of interest not disclosed — site sells the medication being reviewed, which requires explicit transparency

Improvements

• Add visible author bio with credentials and medical reviewer bio prominently on the page (not just in structured data)

• Include citations to peer-reviewed studies and FDA prescribing information

• Expand content depth to cover dosage information, drug interactions (especially nitrates), and more comprehensive contraindications

• Add contact information or link to customer support prominently

- Explicitly disclose the commercial relationship between the content and Hims' ED medication sales
- Update reference to Levitra as it has been discontinued in the US market
- Add a more prominent disclaimer about the necessity of medical consultation before taking Viagra

Strengths

- Medically accurate explanation of PDE5 inhibitor mechanism with correct pharmacological terminology
- Medical review by Kelly Brown, MD adds credibility and is reflected in MedicalWebPage schema
- Well-organized content with clear headings, table of contents, and logical flow
- Accessible, engaging writing style appropriate for general audience
- Hims is a regulated, publicly traded telehealth company with established brand reputation

99

https://hims.com/blog/how-get-erection-faster-stay-hard-longer

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:49

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

100

https://hims.com/blog/how-get-viagra-where-buy-need-prescription

58

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 05:42

Scores at a Glance

58	PQ Score	66	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	62	Content Effort	55	Originality
65	Skill	78	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about how to obtain a Viagra prescription and where to buy it, while simultaneously directing them to Hims' own telehealth platform as the preferred solution. • Rating Justification: The page provides accurate, helpful information about obtaining Viagra prescriptions in the US. It has a medical reviewer, named author, and covers the topic adequately. However, it is clearly commercially motivated content from a company that sells the product being discussed, which reduces its objectivity. The content is relatively brief (816 words) for a YMYL health topic. It meets basic quality standards but falls short of high quality due to commercial bias and limited depth.

E-E-A-T

Overall	66
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Medical reviewer identified (Felix Gussone, MD), Accurate factual information about prescription requirements, Structured data including MedicalWebPage schema, Named author with publication and update dates, Established telehealth brand with known reputation • Key Weaknesses: Significant commercial conflict of interest - Hims sells the products discussed, No author bio or credentials displayed on page, No contact information visible, Content primarily serves to funnel users to Hims' own telehealth service, Limited independent sourcing or citations to external medical authorities, Author (Geoffrey C. Whittaker) is a writer, not a medical professional • Trust Evidence: The page has structured data, a named medical reviewer (Felix Gussone, MD), publication and update dates, and an About page. However, there is no contact info visible, no author bio displayed on the page, and the content serves a clear commercial purpose of driving users to Hims' telehealth platform. The conflict of interest is significant for a YMYL health topic. • Expertise Evidence: The article is reviewed by Felix Gussone, MD, which provides medical expertise. Content accurately describes FDA approval status, prescription requirements, specialist types (urologist, endocrinologist), and side effects. Medical terminology is used correctly. However, the author (Geoffrey C. Whittaker) appears to be a health writer rather than a medical professional. • Experience Evidence: The content is written from an informational perspective about obtaining Viagra prescriptions. There is limited first-person experiential evidence. The article is authored by Geoffrey C. Whittaker and reviewed by Felix Gussone, MD, suggesting some editorial experience with health content, but no direct patient experience is demonstrated. • Authoritativeness Evidence: Hims is a well-known telehealth company specializing in men's health. The site has structured data with MedicalWebPage schema, includes a medical reviewer, and references FDA approval dates accurately. The domain hims.com has established authority in the men's health telehealth space. However, there is an inherent conflict of interest as Hims sells the very products discussed.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses a prescription medication (Viagra/sildenafil) used to treat erectile dysfunction, including how to obtain prescriptions, where to buy it, side effects, and safety warnings. This is clearly YMYL health content as it could directly influence medical decisions. • Potential Harm: Inaccurate information could lead users to obtain medications unsafely, misunderstand side effects, or make poor healthcare decisions. The commercial bias could lead users to choose Hims' telehealth service over more appropriate in-person care for their specific condition. • Standards Required: High standards of medical accuracy, clear disclosure of commercial relationships, comprehensive side effect information, clear guidance on when to seek in-person care, and strong E-E-A-T signals from qualified medical professionals.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical structure with descriptive H2 headings, Accurate information about prescription requirements, Covers multiple pathways to obtain a prescription, Includes safety warnings about counterfeit medications, Medical reviewer adds credibility • Weaknesses: At 816 words, content is brief for a comprehensive YMYL health guide, Heavily biased toward Hims' own telehealth service as the recommended solution, Limited discussion of contraindications and drug interactions, No citations to external medical sources or clinical studies, Side effects section appears primarily in structured data rather than prominently in content • Mc Description: The main content explains that Viagra requires a prescription in the US, how to obtain one (online via telehealth or in-person), where to buy it, and safety tips. It includes sections on specialist referrals and tips for buying safely.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) • Known brand in men's health telehealth space • Has faced regulatory scrutiny regarding telehealth prescribing practices • Generally positive consumer reputation for convenience

Trust Analysis

Transparency: Partially transparent - the commercial nature of the site is apparent from the brand name and CTAs, but the conflict of interest between providing health information and selling related services is not explicitly disclosed on the page. • Trust Factors: Named medical reviewer (Felix Gussone, MD) with credentials, Named author (Geoffrey C. Whittaker), Publication and update dates clearly shown, Established, publicly traded company, Structured data with MedicalWebPage schema, Content is factually accurate, About page exists • Distrust Factors: Significant commercial conflict of interest - company sells the products discussed, No contact information visible on page, No author bio or credentials displayed on page, No external citations or references to independent medical sources, Content is designed to funnel users to Hims' commercial services, Hims has faced some regulatory and media scrutiny regarding prescribing practices

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey C. Whittaker (health writer)', 'organization': 'Hims & Hers Health, Inc.', 'business_type': "Telehealth company specializing in men's and women's health", 'stock_listing': 'NYSE: HIMS', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built, No suspicious patterns flagged in page analysis

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The commercial intent is apparent from the brand name and CTAs. The information provided is accurate. The page does not hide its purpose of promoting Hims' telehealth services. While there is commercial bias, this does not rise to the level of deception as the brand identity is clear.

Harm Analysis

Severity: none • Harm Details: The content does not appear harmful. It accurately conveys that Viagra requires a prescription, warns against counterfeit medications, and advises consulting healthcare providers. The commercial bias toward Hims is transparent enough that it does not constitute deceptive harm. No dangerous medical advice is given.

Ads Analysis

Ad Placement: The page contains promotional content for Hims' own products and services (CTAs to start consultations, product promotions). These are integrated into the content rather than traditional third-party display ads. The structured data and page metadata indicate ads are present. • User Experience Impact: The promotional CTAs for Hims' services are integrated into the content flow but do not appear to obstruct the main informational content. The commercial nature is expected given this is a brand's blog.

Recommendations

Critical Issues

• No contact information visible on the page - important for YMYL health content

• Significant undisclosed conflict of interest between health information and commercial services

• No external citations to independent medical authorities for a YMYL health topic

Improvements

• Add a prominent disclosure of the commercial relationship between the content and Hims' services

• Include citations to external medical sources (FDA, clinical studies, medical journals)

• Expand content depth to cover contraindications, drug interactions, and dosing information more comprehensively

• Add a visible author bio with Geoffrey C. Whittaker's credentials and Felix Gussone, MD's full credentials

• Include contact information for the editorial or medical team

• Add more comprehensive side effects discussion within the main content (not just structured data)

• Consider adding patient-facing resources like links to FDA drug information pages

Strengths

• Accurate factual information about Viagra prescription requirements

• Named medical reviewer (Felix Gussone, MD) adds credibility

• Clear, logical content structure with appropriate headings

• Comprehensive structured data markup including MedicalWebPage schema

• Safety warnings about counterfeit medications and unsafe purchasing practices

• Regular content updates (last updated February 2025)

101 https://hims.com/blog/how-long-does-viagra-and-other-ed-medication-last 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:44

Scores at a Glance

58 PQ Score	65 E-E-A-T Overall	55 Experience	70 Expertise
65 Authoritativeness	68 Trust	60 Content Effort	55 Originality
65 Skill	75 Accuracy	65 Reputation	

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about how long Viagra (sildenafil) takes to work, how long it lasts, and what factors affect its effectiveness — a common informational query from men considering or using ED medication. • Rating Justification: The page provides accurate, medically reviewed information about sildenafil/Viagra duration and efficacy. It has a clear medical reviewer, proper schema markup, and covers the topic adequately. However, it is relatively short for a YMYL health topic, lacks external citations, has a commercial conflict of interest (Hims sells the medication), and the author is a content writer rather than a medical professional. These factors prevent it from reaching High quality despite meeting basic informational needs.

E-E-A-T

Overall	65
Experience	55
Expertise	70
Authoritativeness	65
Trust	68

E-E-A-T Analysis

Key Strengths: Medical reviewer identified with credentials (MD, MBA), Structured data properly implements MedicalWebPage schema, Content aligns with FDA-approved information about sildenafil, Hims is a recognized telehealth brand with regulatory oversight • Key Weaknesses: Clear commercial conflict of interest — Hims sells sildenafil and Viagra, No external citations or links to peer-reviewed studies, Author Erica Garza appears to be a content writer, not a medical professional, Relatively thin content (816 words) for a YMYL health topic, No contact information visible on the page • Trust Evidence: Medical reviewer (Kelly Brown MD, MBA) is identified. Structured data includes MedicalWebPage type with reviewedBy field. The site has an About page. However, no contact info is visible, and the content is published by a company that sells the medications being discussed, creating a potential conflict of interest. • Expertise Evidence: The article is reviewed by Kelly Brown MD, MBA, which adds medical expertise. Content accurately references FDA labeling, half-life concepts, and pharmacological details about sildenafil. However, the article is relatively brief (816 words) for a medical topic and lacks depth in clinical nuance. • Experience Evidence: The article is written from an informational perspective with some practical framing (e.g., the dinner scenario), but lacks first-person patient or clinical experience. The author Erica Garza appears to be a health writer, not a medical professional with direct clinical experience treating ED. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand recognition in men's health. The page uses MedicalWebPage schema markup and cites FDA label information. However, no external citations or peer-reviewed sources are linked within the visible content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses prescription medication (sildenafil/Viagra) dosing, timing, side effects, and interactions. Incorrect information could lead users to misuse medication, combine it unsafely with other substances, or delay seeking appropriate medical care. • Potential Harm: Users could misunderstand dosing timing, combine Viagra with contraindicated substances (e.g., nitrates, excessive alcohol), ignore serious side effects like priapism or sudden vision loss, or self-medicate without consulting a healthcare provider. • Standards Required: High standards of medical accuracy, clear sourcing from peer-reviewed literature or FDA labeling, transparent disclosure of commercial relationships, and strong medical authorship or review are required for this type of content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical structure with descriptive headings, Practical framing makes pharmacological information accessible, Covers multiple relevant subtopics including comparison with other ED medications, Medical reviewer adds credibility, Accurate core information aligned with FDA labeling • Weaknesses: At 816 words, content is too brief for a comprehensive YMYL health guide, Missing critical safety information about nitrate contraindications, No links to clinical studies or authoritative external sources, Commercial CTAs (calls to action for Hims products) are integrated throughout, blurring editorial and promotional content, Comparison section with other ED medications appears to serve commercial purposes • Mc Description: The main content explains how quickly Viagra/sildenafil works (30-60 minutes), how long it lasts (approximately 4 hours based on half-life), factors affecting duration (diet, age, alcohol, mental health, overall health, other medications), tips to maximize effectiveness, side effects overview, and a comparison with other ED medications (Cialis, Levitra, Stendra).

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Partial transparency — the medical reviewer is identified, but the commercial relationship between the content and Hims's business model (selling ED medications) is not explicitly disclosed as a potential conflict of interest. The use of OpinionNewsArticle schema alongside MedicalWebPage schema is inconsistent and potentially misleading about the nature of the content. • Trust Factors: Medical reviewer Kelly Brown MD, MBA is identified with credentials, Hims is a publicly traded telehealth company (NYSE: HIMS) with regulatory oversight, MedicalWebPage schema properly implemented with reviewedBy field, Content is dated and shows update history (published 2017, updated 2024), About page exists on the site • Distrust Factors: Significant commercial conflict of interest — Hims sells the medications discussed, No contact information visible on the page, No external citations to peer-reviewed literature, Author is a content writer, not a medical professional, Ads present on a YMYL health page, The OpinionNewsArticle schema type is unusual for what appears to be factual medical content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Erica Garza (health writer)', 'reviewer': 'Kelly Brown MD, MBA', 'organization': 'Hims & Hers Health, Inc.', 'business_type': 'Telehealth company, publicly traded (NYSE: HIMS)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content follows a formulaic health article template common to telehealth content marketing, Multiple structured data schemas suggest SEO optimization focus

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive. The commercial nature of the site (Hims sells ED medications) is implicit but not hidden. The use of OpinionNewsArticle schema for what is presented as factual medical information is a minor inconsistency but not clearly deceptive. CTAs to purchase Hims products are present but do not obstruct the main content.

Harm Analysis

Severity: low • Harm Details: The content does not contain directly harmful information. However, the omission of critical safety information (nitrate contraindications) represents a potential indirect harm through incompleteness. The commercial framing could lead users to purchase medication through Hims without adequate medical consultation, though the site does require prescriptions.

Ads Analysis

Ad Placement: Ads appear to be integrated product promotions for Hims ED medications rather than third-party display advertising. CTAs like 'Spontaneous sex for less than $2/day' and 'Get started' are present within the content flow. • User Experience Impact: The promotional content is integrated into the article but does not appear to obstruct the main informational content. However, on a YMYL health page, the blending of editorial and promotional content reduces overall trustworthiness and could influence users toward commercial decisions.

Recommendations

Critical Issues

• Missing critical safety information about nitrate contraindications (potentially dangerous omission for YMYL health content)

• Significant undisclosed commercial conflict of interest — Hims profits from users purchasing the medications discussed in the article

Improvements

• Add explicit disclosure of commercial relationship between Hims and the medications discussed to improve transparency

• Include critical safety information about nitrate contraindications, which is essential for patient safety

• Add citations to peer-reviewed clinical studies and FDA prescribing information to support factual claims

• Expand content depth to at least 1,500-2,000 words with more comprehensive coverage of pharmacokinetics, dosing variations, and clinical evidence

• Add contact information for the editorial team or medical review board

• Clarify the OpinionNewsArticle schema usage — this content appears to be factual medical information, not opinion

• Include information about when to consult a healthcare provider and contraindications beyond the brief mentions

Strengths

• Medical reviewer (Kelly Brown MD, MBA) is identified with credentials and linked to author profile

• Accurate core pharmacological information aligned with FDA labeling

• Clear, accessible writing with logical structure and practical framing

• Proper MedicalWebPage schema implementation with reviewedBy field

• Content is regularly updated (last updated July 2024) showing ongoing maintenance

102 https://hims.com/blog/how-much-viagra-cost 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:50

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	70	Expertise
65	Authoritativeness	68	Trust	60	Content Effort	55	Originality
65	Skill	72	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about the cost of Viagra and generic sildenafil, compare prices across ED medications, and provide tips for reducing costs. It successfully delivers this information while also promoting Hims' own ED medication services. • Rating Justification: The page provides genuinely useful pricing information for a YMYL health topic (ED medication costs), has a named medical reviewer, is published by a legitimate regulated telehealth company, and is regularly updated. However, it is relatively short (588 words), has a strong commercial bias toward Hims products, lacks independent citations, and the primary author is not a medical expert. The content meets user needs for basic pricing information but falls short of the highest quality standards expected for YMYL health content.

E-E-A-T

Overall	65
Experience	55
Expertise	70
Authoritativeness	65
Trust	68

E-E-A-T Analysis

Key Strengths: Medical reviewer (Lynn Marie Morski, MD, JD) is named and credentialed, Content is regularly updated (last updated August 2025), Publisher is a publicly traded, regulated telehealth company, Structured data (MedicalWebPage schema) implemented correctly, Specific, actionable pricing information provided • Key Weaknesses: No contact information on the page, Author (Nicholas Gibson) is a content writer, not a medical professional, Strong commercial bias — content promotes Hims products throughout, No independent citations or references to medical literature, Author bio/credentials not displayed on the page itself • Trust Evidence: The page has medical review by a named MD/JD, structured data with schema markup, clear publication and update dates (updated 08/08/2025), an About page, and is published by a regulated telehealth company. However, there is no contact info on the page, no independent citations/references listed, and the content has a clear commercial bias toward Hims products. • Expertise Evidence: The article is reviewed by Lynn Marie Morski, MD, JD, a licensed physician, which adds medical credibility. The content accurately describes FDA generic drug equivalence requirements, patent expiration timelines for sildenafil, and provides specific pricing data. The structured data confirms a medical reviewer. However, the primary author is a content writer, not a medical expert. • Experience Evidence: The content is published by Hims, a telehealth company that sells ED medications including sildenafil. They have direct commercial experience with pricing these products and can speak to their own pricing. However, the article reads more as a commercial guide than first-hand patient experience. The author (Nicholas Gibson) is a writer, not a medical professional with direct clinical experience. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (HIMS on NYSE) with significant brand recognition in men's health. The blog is associated with a licensed healthcare provider platform. The page has structured data marking it as a MedicalWebPage with a physician reviewer. However, it is primarily a commercial entity, not an independent medical authority like Mayo Clinic or WebMD.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses prescription medication pricing, usage, safety considerations, and side effects for Viagra (sildenafil), a prescription drug used to treat erectile dysfunction. It includes medical advice about drug interactions, contraindications, and safety warnings. Decisions made based on this content could directly affect a person's health and financial decisions regarding prescription medications. • Potential Harm: Users could make incorrect decisions about purchasing medications from unverified sources, misunderstand drug interactions or contraindications, or make financial decisions based on inaccurate pricing information. The page also implicitly encourages users to seek prescriptions through Hims' telehealth platform. • Standards Required: High standards of medical accuracy, clear disclosure of commercial relationships, independent citations from medical literature, clear author credentials, and transparent disclosure that the publisher sells the products being discussed.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical structure with well-defined sections, Specific pricing data presented in a comparison table format, Covers multiple relevant subtopics (brand vs. generic, other ED meds, cost-saving tips, safety), Recently updated with current pricing information, Includes safety warnings about drug interactions and contraindications • Weaknesses: At 588 words, the content is too brief for a comprehensive YMYL health topic, Heavy commercial bias — repeatedly directs users to Hims products, No independent pricing sources cited (e.g., GoodRx, pharmacy databases), Safety section appears to be minimal and not comprehensive, Structured data labels it as 'OpinionNewsArticle' which is inconsistent with the informational nature of the content • Mc Description: The main content covers Viagra pricing (brand vs. generic), comparison with other ED medications (Cialis, Levitra, Stendra), factors affecting price, tips for reducing costs, and basic safety information. It includes a pricing comparison table and is organized with clear section headings.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing public financial accountability'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'The company has received significant press coverage in major publications including Forbes, WSJ, and health media'} • {'source': 'Medical reviewer Lynn Marie Morski, MD, JD is a verifiable licensed physician'} • {'source': 'The platform is subject to FDA regulations as a prescription medication provider'}

Trust Analysis

Transparency: The page is reasonably transparent about being published by Hims, a company that sells the medications discussed. The commercial relationship is implicit but not explicitly disclosed as a conflict of interest. The medical reviewer is named and credentialed. The author is identified but their non-medical background is not disclosed. • Trust Factors: Publisher is a publicly traded, regulated telehealth company, Named medical reviewer with verifiable MD/JD credentials, Content regularly updated (August 2025), Structured data correctly implemented with MedicalWebPage schema, About page exists, Transparent about commercial relationship — clearly a Hims product page, Includes appropriate safety disclaimers • Distrust Factors: No contact information on the page, Strong commercial bias — the publisher sells the products being reviewed, No independent citations or references to support pricing claims, Author is a content writer, not a medical professional, Structured data inconsistently labels content as 'OpinionNewsArticle', Pricing data primarily reflects Hims' own catalog, not comprehensive market data

Creator

Creator Identified	Yes
Creator Type	organization
Credentials	{'author': 'Nicholas Gibson — content writer at Hims', 'publisher': 'Hims & Hers Health, Inc. — publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Lynn Marie Morski, MD, JD — licensed physician and attorney'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is commercially motivated and promotes Hims products throughout, The page serves dual purpose as both informational content and a sales funnel

Deception Analysis

Severity: none • Deception Details: The page does not appear to be deceptive. While it has a clear commercial purpose (promoting Hims ED medications), this is not hidden. The pricing information provided appears to be accurate for Hims' own products. Safety warnings are included. The medical reviewer is real and credentialed. The main content is accessible and not obstructed by ads or interstitials in a deceptive way.

Harm Analysis

Severity: none • Harm Details: The content does not appear to be harmful. It includes appropriate safety warnings about Viagra side effects, drug interactions, and contraindications. It warns users against counterfeit medications and non-prescription alternatives. The commercial bias toward Hims products is transparent rather than deceptive. Pricing information, while primarily Hims-focused, is not misleading about the general cost range.

Ads Analysis

Ad Placement: The page contains promotional content for Hims' own ED medication products integrated throughout the article (e.g., 'we offer brand-name Viagra 50mg from approximately $555' and CTAs like 'Spontaneous sex for less than $2/day'). These are native/integrated promotions rather than third-party display ads. There is also a floating footer promo banner referenced in the CSS. • User Experience Impact: The integrated promotional content is relevant to the topic and does not significantly obstruct the main content. However, it does create a conflict of interest as the publisher is also the seller of the products being discussed. The promotional CTAs are present but not overwhelming relative to the informational content.

Recommendations

Critical Issues

• Strong commercial conflict of interest without explicit disclosure — publisher sells the medications being reviewed and priced

• No independent pricing sources cited — all pricing data reflects Hims' own catalog, which may not represent the broader market accurately

Improvements

• Add independent citations from FDA drug databases, GoodRx, or peer-reviewed sources to support pricing claims and medical information

• Expand content depth beyond 588 words — a comprehensive YMYL health article on medication pricing should cover insurance coverage details, Medicare/Medicaid considerations, and regional price variations more thoroughly

• Add explicit conflict of interest disclosure noting that Hims sells the products discussed in the article

• Include contact information on the page or a clear link to customer support

• Correct the structured data classification from 'OpinionNewsArticle' to a more appropriate type for informational health content

• Add author bio with credentials clearly displayed on the page

• Include a comprehensive references/citations section linking to authoritative medical and pricing sources

Strengths

• Named, credentialed medical reviewer (Lynn Marie Morski, MD, JD) adds legitimate medical oversight

• Publisher is a publicly traded, regulated telehealth company with verifiable reputation

• Content is regularly updated (August 2025) with current pricing information

• Includes appropriate safety warnings about drug interactions and contraindications

• Well-structured with clear headings, comparison tables, and actionable information

103 https://hims.com/blog/how-to-have-better-sex

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:57

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

104 https://hims.com/blog/how-to-take-viagra-for-best-results 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:49

Scores at a Glance

62	PQ Score	66	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	65	Content Effort	60	Originality
68	Skill	78	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about how to take Viagra for best results, covering timing, food interactions, side effects, drug interactions, and lifestyle factors. It serves both informational and commercial purposes (driving users to Hims ED services). • Rating Justification: The page provides medically reviewed, accurate information about Viagra usage from a legitimate telehealth company. It has a named medical reviewer, structured data, and covers the topic adequately. However, it is relatively short (820 words) for a YMYL health topic, lacks inline citations to clinical studies, has no contact info, and has a clear commercial motivation. The content is helpful but not comprehensive enough for highest quality designation on a YMYL topic.

E-E-A-T

Overall	66
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Named medical reviewer with MD credentials, Structured data with MedicalWebPage schema, Content aligns with FDA-approved prescribing information, Regular content updates (2024), Established telehealth brand with regulatory oversight • Key Weaknesses: No contact information on page, Author credentials not displayed inline on page, Commercial conflict of interest as Hims sells the product being discussed, No citations to peer-reviewed studies within visible content, Author info flagged as absent in page structure • Trust Evidence: The page uses MedicalWebPage schema with a named medical reviewer (Kelly Brown MD, MBA). Content was last reviewed 2024-07-26 and updated 2024-08-13. However, no contact information is present on the page, and the author bio is not displayed inline. The site has an About page. The page has commercial intent (selling ED medications) which creates a potential conflict of interest. • Expertise Evidence: The article is reviewed by 'Kelly Brown MD, MBA' (a medical doctor) and written by 'Geoffrey C. Whittaker'. Medical reviewer credentials add expertise. Content references FDA guidelines, clinical dosing windows (30-60 minutes), drug interactions, and side effects consistent with medical literature. However, the author's credentials are not displayed on the page itself. • Experience Evidence: The content is written from an informational perspective about Viagra usage. Hims is a telehealth company that prescribes and sells ED medications, giving them practical commercial experience with the topic. However, the article lacks first-person patient experience narratives or clinical case examples. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The site has structured data using MedicalWebPage schema with a named medical reviewer. The content cites FDA guidance and covers clinically accurate information about sildenafil.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical guidance about a prescription medication (sildenafil/Viagra) including dosing timing, drug interactions, side effects, and contraindications. Incorrect information could directly harm users' health. • Potential Harm: Incorrect dosing advice, missed drug interaction warnings, or incomplete side effect information could lead to adverse health outcomes including dangerous drug interactions (e.g., with nitrates), priapism, or cardiovascular events. • Standards Required: Highest E-E-A-T standards required. Content must be written or reviewed by qualified medical professionals, cite authoritative sources, be regularly updated, and provide complete safety information including when to seek emergency care.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical organization with descriptive H2 headings, Medically reviewed by named MD, Covers multiple relevant aspects of Viagra usage, Accessible language for general audience, Includes both common and serious side effects • Weaknesses: At 820 words, insufficient depth for a YMYL prescription medication topic, No inline citations to clinical studies or FDA prescribing information, Commercial CTAs integrated throughout create conflict of interest perception, Missing important safety information about contraindications (e.g., nitrate interactions) in visible excerpt • Mc Description: The main content covers how to take Viagra for best results, including optimal timing (30-60 minutes before sex), food interactions (avoid high-fat meals), first-time use expectations, side effects, drug interactions, and lifestyle factors. Content is organized with clear headings and bullet points.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'Named medical reviewer Kelly Brown MD, MBA provides verifiable professional credentials'} • {'source': 'Hims has received significant press coverage in major publications including Forbes, WSJ, and health media'}

Trust Analysis

Transparency: Moderate transparency. The medical reviewer is named and the company is publicly identified. However, the commercial relationship between the content and the products being sold is not explicitly disclosed as a potential conflict of interest. Author credentials are not displayed on the page itself. • Trust Factors: Publicly traded company with regulatory oversight, Named medical reviewer with MD credentials, MedicalWebPage structured data with review date, Content regularly updated (2024), About page present, Established brand in telehealth space since 2017 • Distrust Factors: No contact information on page, Author bio not displayed inline, Clear commercial conflict of interest - page promotes Hims ED products, OpinionNewsArticle schema used for medical content is inappropriate, No visible citations to external authoritative sources

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey C. Whittaker', 'company_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Kelly Brown MD, MBA', 'regulatory_status': 'Licensed telehealth platform'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is relatively brief for the topic which could suggest thin content, but it is organized and medically reviewed

Deception Analysis

Severity: minor • Deception Details: The page is transparent about being from Hims, a company that sells ED medications. The commercial intent is clear. The use of 'OpinionNewsArticle' schema alongside 'MedicalWebPage' schema is technically inconsistent but does not appear to be intentionally deceptive. Content appears to be genuine health information rather than disguised advertising.

Harm Analysis

Severity: none • Harm Details: The content appears medically accurate and does not contain demonstrably harmful advice. It appropriately notes serious side effects and recommends consulting healthcare providers. The commercial nature of the site (selling the medication discussed) creates a potential bias but does not rise to the level of harmful misinformation based on available content.

Ads Analysis

Ad Placement: The page contains CTAs for Hims ED products integrated within the content. These are native to the site's commercial purpose rather than third-party display ads. The structured data and page metadata indicate ads are present but the content itself serves as a marketing funnel. • User Experience Impact: The commercial CTAs are integrated into the page flow but do not appear to obstruct the main content. Users can access the health information without being blocked by advertising. However, the blending of health information with product promotion may affect perceived objectivity.

Recommendations

Critical Issues

• Inappropriate use of OpinionNewsArticle schema for medical/health content - this misclassifies the content type

• Insufficient depth (820 words) for a YMYL prescription medication topic that requires comprehensive safety information

Improvements

• Expand content to 1,500-2,500 words with more comprehensive coverage of drug interactions, contraindications, and dosing information

• Add inline citations to FDA prescribing information, clinical studies, and peer-reviewed sources

• Display author and medical reviewer credentials prominently on the page with links to their professional profiles

• Add contact information or link to customer support/medical consultation contact on the page

• Remove or correct the OpinionNewsArticle schema type - medical content should not be classified as opinion
• Add a clear conflict of interest disclosure noting that Hims sells the medications discussed
• Include more detailed information about contraindications, particularly the dangerous interaction with nitrates

Strengths

• Named medical reviewer (Kelly Brown MD, MBA) with appropriate credentials for the topic
• MedicalWebPage structured data with review and publication dates
• Content from a publicly traded, regulated telehealth company with established reputation
• Clear, accessible writing organized with logical headings
• Regular content updates demonstrating ongoing maintenance

105 https://hims.com/blog/is-cialis-over-the-counter 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:41

Scores at a Glance

62	PQ Score	67	E-E-A-T Overall	55	Experience	72	Expertise
68	Authoritativeness	74	Trust	68	Content Effort	60	Originality
70	Skill	80	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page answers whether Cialis is available over the counter, explains why a prescription is required, describes how to obtain a prescription, warns about OTC substitutes, and guides users toward Hims' telehealth services for obtaining a prescription. • Rating Justification: The page provides accurate, medically reviewed information about Cialis prescription requirements in the U.S. It covers the main user question comprehensively, cites credible sources, and is regularly updated. However, the strong commercial intent (Hims sells tadalafil prescriptions), the relatively short word count (588 words) for a YMYL health topic, and the conflict of interest between the publisher's business model and the information provided prevent a High rating. The content is helpful and mostly trustworthy but falls short of the highest standards required for YMYL medical content.

E-E-A-T

Overall	67
Experience	55
Expertise	72
Authoritativeness	68
Trust	74

E-E-A-T Analysis

Key Strengths: Medical review by a named MD (Felix Gussone, MD) with reviewer attribution, 10 cited sources including peer-reviewed studies, FDA labeling, and government health resources, Clear publication and update dates showing content maintenance, Transparent editorial standards disclosure, Accurate medical information about Cialis mechanism, contraindications, and prescription requirements, Structured data (MedicalWebPage schema) implemented correctly • Key Weaknesses: Significant commercial conflict of interest — Hims sells the very prescriptions being discussed, Author (Geoffrey C. Whittaker) is a writer, not a medical professional, No direct contact information on the page, Author bio/credentials not visible in the page content provided, The OpinionNewsArticle schema type is unusual for a medical information page and may signal mixed content purpose • Trust Evidence: The page includes medical review disclosure, publication and update dates (published 2019, updated May 2025), structured citations with 10 sources, editorial standards disclosure, and a disclaimer that the content is not a substitute for medical advice. The site has an About page. However, there is no direct contact info on the page, and the commercial motivation (selling ED prescriptions) is a trust consideration. • Expertise Evidence: The article is medically reviewed by Felix Gussone, MD, which adds medical expertise. The content accurately describes Cialis as a PDE5 inhibitor, explains vasodilation mechanisms, lists contraindications (nitrates, guanylate cyclase stimulators), and references FDA approval. Ten sources are cited including PubMed studies, FDA labeling, and NIDDK. The author (Geoffrey C. Whittaker) appears to be a health writer, not a medical professional. • Experience Evidence: The content is written by Geoffrey C. Whittaker and reviewed by Felix Gussone, MD. The article demonstrates familiarity with the patient journey for obtaining ED medication, including online consultation pathways. However, there is no direct patient experience or first-person lived experience with the condition described. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand recognition in men's health. The page uses MedicalWebPage schema markup, cites peer-reviewed sources, and links to authoritative external sources (FDA, NIDDK, PubMed). The reviewer has MD credentials. However, Hims has a commercial interest in prescribing Cialis/tadalafil, which creates a potential conflict of interest.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses a prescription medication (Cialis/tadalafil) used to treat erectile dysfunction, including information about drug interactions (nitrates, guanylate cyclase stimulators), contraindications, side effects, and how to obtain a prescription. Incorrect information could lead users to take dangerous medications without proper medical supervision or to purchase unsafe OTC substitutes. • Potential Harm: Users could be misled into purchasing unsafe OTC ED products, could miss important drug interaction warnings (e.g., with nitrates for heart disease), or could make health decisions without appropriate medical consultation. The commercial bias could also lead users to seek prescriptions from Hims when they may have contraindications. • Standards Required: Highest E-E-A-T standards apply. Content must be written or reviewed by qualified medical professionals, be accurate, cite authoritative sources, disclose conflicts of interest, and clearly recommend professional medical consultation.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Directly answers the user's query in the opening paragraph, Covers multiple related subtopics (how to get a prescription, age eligibility, OTC risks), Includes practical actionable guidance for users, Medical review attribution adds credibility, Cites 10 sources with links to authoritative references, Includes comparison with UK availability (Cialis Together) which adds useful context • Weaknesses: At 588 words, the content is relatively thin for a YMYL medical topic that could benefit from more depth, The content is clearly designed to funnel users toward Hims' telehealth service, which compromises objectivity, No discussion of specific contraindications beyond mentioning nitrates, No information about cost comparison between brand Cialis and generic tadalafil in the main content, The promotional mentions of Hims products (chewable hard mints) within informational content blur the line between editorial and advertising • Mc Description: The main content answers the question of whether Cialis is available OTC in the U.S. (no), explains the prescription requirement, provides three pathways to obtain a prescription, discusses age eligibility, warns about OTC substitutes, and summarizes key takeaways. The content is organized with clear headings and includes a table of contents.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) • The company has faced regulatory scrutiny and FTC attention regarding advertising claims • Hims has established brand recognition in men's health telehealth space • The company has received both positive coverage for expanding healthcare access and criticism for aggressive marketing practices

Trust Analysis

Transparency: The page is moderately transparent. It discloses the medical reviewer, author, publication dates, and editorial standards. However, the commercial relationship between the content and Hims' business model (selling ED prescriptions) is not explicitly disclosed as a conflict of interest. The promotional links to Hims' own products and services are embedded throughout the informational content without clear labeling. • Trust Factors: Medical review by named MD (Felix Gussone, MD) with reviewer attribution, Publication and update dates clearly displayed, 10 cited peer-reviewed and authoritative sources, Editorial standards disclosure present, Clear disclaimer that content is not a substitute for medical advice, Structured data correctly implemented including MedicalWebPage schema, About page exists for the organization, Hims is a legitimate, publicly traded telehealth company • Distrust Factors: Significant commercial conflict of interest — the publisher directly profits from users obtaining prescriptions through their platform, No direct contact information on the page, OpinionNewsArticle schema applied to medical information content, Promotional content for Hims products embedded within informational article without clear separation, Author is a content writer, not a medical professional, The company has faced regulatory and advertising scrutiny in the past

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey C. Whittaker (health writer)', 'specialty': "Men's and women's health telehealth services", 'organization': 'Hims & Hers Health, Inc.', 'business_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	neutral

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is commercially motivated and designed to drive conversions to Hims' telehealth service, Multiple internal links to Hims product pages embedded within informational content

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in a meaningful sense. The commercial purpose of the content (driving users to Hims' telehealth service) is implicit but not hidden — Hims is clearly identified as the publisher. The medical information provided is accurate. The use of OpinionNewsArticle schema for what is presented as factual medical content is a minor inconsistency but not deceptive to users. The promotional links to Hims products are present but do not obstruct the main content.

Harm Analysis

Severity: none • Harm Details: The content does not appear harmful. It accurately warns users against OTC Cialis substitutes, correctly states that a prescription is required, and recommends consulting healthcare professionals. The commercial bias toward Hims' services is present but does not rise to the level of harmful misinformation. The medical information provided is generally accurate and consistent with FDA guidance.

Ads Analysis

Ad Placement: The page contains promotional content for Hims' own products and services embedded within the article (e.g., links to 'Hims chewable hard mints', 'start an online consultation', 'get Cialis online'). There is also a floating footer promo banner referenced in the CSS. These are primarily first-party promotional elements rather than third-party display ads. • User Experience Impact: The promotional elements are integrated into the content flow and do not appear to significantly obstruct the main content. However, the blending of informational content with promotional links may affect user trust and the perceived objectivity of the information.

Recommendations

Critical Issues

• Commercial conflict of interest is not disclosed — Hims directly profits from the prescriptions this content encourages users to obtain through their platform, which is a significant trust issue for YMYL content

• The OpinionNewsArticle schema markup is inappropriate for factual medical content and may mislead search engines about the nature of the content

Improvements

• Expand content depth significantly — 588 words is insufficient for a YMYL medical topic; add sections on specific contraindications, drug interactions, dosing information, and when to seek emergency care

• Add explicit conflict of interest disclosure stating that Hims profits from users obtaining prescriptions through their platform

• Clearly separate promotional content (links to Hims products/services) from informational content, or label promotional sections as such

• Add author credentials/bio for Geoffrey C. Whittaker to establish his qualifications for writing medical content

• Add direct contact information or a clear path to customer support on the page

• Consider having the content written or co-written by the medical reviewer (Felix Gussone, MD) rather than just reviewed, to strengthen E-E-A-T

• Correct the OpinionNewsArticle schema type — this is factual medical information, not opinion journalism

• Add more comprehensive information about Cialis side effects, contraindications, and drug interactions to better serve users making health decisions

Strengths

• Medical review by a named, credentialed MD (Felix Gussone, MD) with clear attribution

• 10 cited sources including peer-reviewed studies, FDA labeling, and government health resources

• Accurate medical information consistent with FDA guidance and clinical literature

• Regular content maintenance (updated May 2025)

• Clear editorial standards disclosure and medical advice disclaimer

• Comprehensive structured data implementation including MedicalWebPage schema

• Practical, actionable guidance for users seeking to obtain a legitimate Cialis prescription

106 https://hims.com/blog/is-viagra-over-the-counter 52

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:50

Scores at a Glance

52	PQ Score	59	E-E-A-T Overall	55	Experience	65	Expertise
60	Authoritativeness	58	Trust	55	Content Effort	50	Originality
60	Skill	70	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about the risks of taking OTC ED drugs and why prescription medications are safer, while implicitly promoting Hims' own prescription ED services. • Rating Justification: The page addresses a legitimate health question about OTC ED drug risks with some medical backing (reviewer credentials, expert video), but falls short of high quality due to: absent author bio on page, commercial conflict of interest, short content length for a YMYL topic, no visible medical citations, and use of OpinionNewsArticle schema for health content. The content is accurate at a surface level but lacks the depth expected for medical guidance.

E-E-A-T

Overall	59
Experience	55
Expertise	65
Authoritativeness	60
Trust	58

E-E-A-T Analysis

Key Strengths: Medical reviewer (Kelly Brown MD, MBA) listed in structured data, Embedded video with board-certified urologist providing expert commentary, Correctly identifies FDA-approved ED medications and warns about dangerous OTC products, Structured data implementation including MedicalWebPage schema, Published by a recognized telehealth company with regulatory oversight • Key Weaknesses: No visible author bio on the page despite author being named in structured data, Significant commercial conflict of interest — Hims sells prescription ED medications, No contact information on the page, OpinionNewsArticle schema used for health content, which is inappropriate, No visible citations to peer-reviewed medical literature, Relatively short content (816 words) for a YMYL health topic • Trust Evidence: The page has structured data including MedicalWebPage schema with a medical reviewer listed. There is an About page. However, there is no contact info on the page, no visible author bio, and the content is produced by a company with a direct commercial interest in steering users away from OTC products toward their own prescription services. The OpinionNewsArticle schema type is used, which is an unusual choice for health content. • Expertise Evidence: The article is reviewed by 'Kelly Brown MD, MBA' per structured data, and the embedded video features Dr. Peter Stahl, described as a board-certified urologist and SVP for Men's Sexual Health at Hims. However, the author bio is absent from the page (Has Author Info: False), which weakens demonstrated expertise at the content level. The content correctly identifies FDA-approved ED medications and warns about unregulated OTC products. • Experience Evidence: The page includes a video featuring a board-certified urologist (Dr. Peter Stahl) discussing OTC ED pills, which provides some first-hand medical perspective. However, the article author (Erica Garza) does not appear to have direct medical experience with ED treatments, and no personal patient experience is documented. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (HIMS on NYSE) with some brand recognition in men's health. The page cites FDA warnings and lists specific products flagged by the FDA. However, the page is published by a company that sells competing prescription ED medications, creating a commercial interest that affects perceived authority. No external citations to peer-reviewed studies are visible in the excerpt.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses erectile dysfunction medications, including the safety risks of unregulated OTC products that may contain undisclosed pharmaceutical ingredients. It discusses drug interactions that could be fatal (e.g., ED medications combined with nitrates for heart conditions). This is clearly YMYL health content that could directly impact a user's physical safety. • Potential Harm: Users who receive inaccurate or incomplete information may take dangerous OTC products containing undisclosed sildenafil or tadalafil, potentially causing fatal drug interactions with nitrates or other heart medications. Conversely, users may be unnecessarily steered toward expensive prescription services. • Standards Required: Highest E-E-A-T standards required: clear medical authorship with verifiable credentials, citations to peer-reviewed evidence, transparent disclosure of commercial interests, comprehensive safety information, and recommendation to consult healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear H2 structure addressing the main user questions, Specific product names and FDA-flagged items provide actionable information, Embedded expert video adds credibility and depth, Correctly identifies the four FDA-approved ED medications, Warns about potentially fatal drug interactions with heart medications • Weaknesses: At 816 words, the written content is too brief for a YMYL health topic, No visible links to FDA sources or medical studies to support claims, Does not adequately advise users to consult a healthcare provider before making decisions, Commercial intent is evident throughout, potentially biasing the information, Does not discuss all treatment options (e.g., lifestyle changes, other medical interventions) • Mc Description: The main content addresses whether Viagra is available OTC, lists OTC ED products that don't work or are dangerous, explains the dangers of unregulated OTC ED pills (including FDA-flagged products with undisclosed pharmaceutical ingredients), and lists FDA-approved prescription alternatives. The content is supplemented by an embedded video with a urologist.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) subject to SEC reporting requirements'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards'} • {'source': 'The company has received coverage in major business and health publications'} • {'source': 'Medical reviewer Kelly Brown MD, MBA is identified in structured data'} • {'source': 'FDA-referenced product warnings in content align with publicly available FDA records'}

Trust Analysis

Transparency: Partially transparent — the publisher (Hims) is identified and the medical reviewer is named in structured data, but the commercial conflict of interest is not disclosed to readers, the author bio is not visible on the page, and the use of OpinionNewsArticle schema for health safety content is inappropriate and potentially misleading about the nature of the content. • Trust Factors: Publicly traded company with regulatory oversight, Medical reviewer identified in structured data (Kelly Brown MD, MBA), Expert video with named, credentialed urologist (Dr. Peter Stahl), MedicalWebPage schema with review date implemented, Content last reviewed 2024-06-17, indicating maintenance, About page exists • Distrust Factors: No contact information on the page, No visible author bio despite author being named in structured data, Significant undisclosed commercial conflict of interest, OpinionNewsArticle schema used for health content, No visible citations to external medical sources, Content appears designed to funnel users to Hims' prescription services

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Erica Garza', 'organization': 'Hims & Hers Health, Inc.', 'video_expert': "Dr. Peter Stahl, Board-certified urologist, SVP Men's Sexual Health at Hims", 'publisher_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Kelly Brown MD, MBA'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	commercial_bias • incomplete_health_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content serves a clear commercial purpose for the publisher, No suspicious patterns detected in page structure

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive but contains informational deception through omission: the commercial conflict of interest (Hims sells competing prescription ED medications) is not disclosed to readers. The use of OpinionNewsArticle schema while presenting health safety information as factual medical guidance is misleading about the nature of the content. The content is accurate at a surface level but is framed to serve commercial interests without transparency.

Harm Analysis

Severity: low • Harm Details: The page is not directly harmful but contains elements of misleading framing. It is produced by a company (Hims) that sells prescription ED medications, creating a commercial incentive to discourage OTC alternatives and promote their own services. While the safety warnings about OTC products are largely accurate, the content does not disclose this conflict of interest to readers. The use of OpinionNewsArticle schema while presenting health safety information as fact is also potentially misleading. The content does not adequately recommend consulting a doctor before making medication decisions.

Ads Analysis

Ad Placement: The page has ads present (Has Ads: True). Given this is a Hims-owned blog, ads are likely for Hims' own products and services (prescription ED medications), which are contextually relevant to the content topic. • User Experience Impact: Ads appear to be integrated into the page design rather than obstructive. The promotional content for Hims' own services is woven into the article itself, which blurs the line between editorial content and advertising, but does not appear to obstruct the main content.

Recommendations

Critical Issues

• Undisclosed commercial conflict of interest: Hims profits from steering users away from OTC products toward their own prescription services, but this is not disclosed to readers

• No visible author bio on the page despite this being YMYL health content requiring demonstrated expertise

Improvements

• Add a visible, detailed author bio for Erica Garza on the page, including her qualifications and health writing experience

• Disclose the commercial conflict of interest prominently — Hims sells prescription ED medications that compete with the OTC products being criticized

• Add citations to peer-reviewed medical literature and direct links to FDA warning pages for the specific products mentioned

• Change the structured data schema from OpinionNewsArticle to MedicalWebPage only, as health safety content should not be classified as opinion

• Expand the written content to at least 1,500-2,000 words with more comprehensive medical information, including when to see a doctor and all available treatment options

• Add a clear recommendation for users to consult a healthcare provider before making any medication decisions

• Add contact information to the page or a clear link to Hims' contact/support page

• Include a clear disclosure that this content is published by a company that sells prescription ED medications

Strengths

• Medical reviewer (Kelly Brown MD, MBA) identified in structured data with review date

• Embedded video with named, board-certified urologist (Dr. Peter Stahl) providing expert commentary

• Accurate identification of FDA-flagged OTC products and their undisclosed pharmaceutical ingredients

• Correct identification of the four FDA-approved ED medications

• MedicalWebPage structured data implementation with publication and modification dates

• Content warns about potentially fatal drug interactions, providing genuine safety value

107 https://hims.com/blog/labs

55

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:39

Scores at a Glance

52	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	45	Content Effort	55	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a category index for lab-related health articles, organizing content into Latest, Condition Guides, and Lifestyle Guides sections. It successfully lists relevant articles with author attributions. • Rating Justification: This is a blog category index page for 'Labs' content on Hims.com. It serves as a navigation hub to individual articles. The page itself has very little original content (88 words), but links to substantive articles written by credentialed authors. As a category page, its purpose is navigation rather than deep content, which limits its standalone quality but is appropriate for its function.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical authors with credentials (MDs), Part of established telehealth brand with known reputation, Has About page and editorial standards, Articles cover legitimate health topics with apparent expertise • Key Weaknesses: Category/index page has extremely thin content (88 words), No meta description provided, No contact information visible on this specific page, No author information on the index page itself, No structured data markup • Trust Evidence: The page has an About page, is part of a legitimate established business (Hims), and articles list authors. However, no contact info is directly visible on this page, and there is no meta description. The page is very thin in content (88 words). • Expertise Evidence: Multiple articles are written by or reviewed by medical doctors (Felix Gussone MD, Lynn Marie Morski MD JD, Darragh O'Carroll MD), indicating medical expertise. Topics covered (biomarkers, hormones, lab testing) align with claimed credentials. • Experience Evidence: Articles are attributed to named authors (Lauren Panoff, Grace Gallagher, Felix Gussone MD, Lynn Marie Morski MD JD, Darragh O'Carroll MD), suggesting real people with relevant backgrounds. However, the page itself is a category/index page with minimal direct experience demonstration. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand presence. The blog section 'Good Health by Hims' has editorial standards mentioned in the footer. The site has an About page and references medical experts.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page covers health-related topics including lab testing, biomarkers, hormones, thyroid health, kidney health, immune system, and fatigue - all of which are health and medical topics that could directly impact a person's health decisions. • Potential Harm: Users may make health decisions based on information about lab tests, biomarkers, and health conditions. Inaccurate or misleading information could lead to delayed medical care or inappropriate self-treatment. • Standards Required: High standards of medical accuracy, clear author credentials, evidence-based content, and appropriate disclaimers are required. Medical professionals should be involved in content creation or review.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organization into content categories, Author attribution for each article, Relevant article topics for the Labs category, Clean navigation structure • Weaknesses: Extremely thin content (88 words), No introductory content explaining what the Labs section covers, No meta description, No structured data, Page is essentially just a list of links with minimal context • Mc Description: The main content is a category index page listing articles about lab testing and health topics. It includes article titles, brief descriptions, author names, and category labels. The page has 88 words of actual content, making it very thin as a standalone page.

Trust & Reputation

Trust Level	medium
Reputation Score	65

Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (HIMS on NYSE) • Established brand with significant market presence • Has editorial standards page referenced in footer

Trust Analysis

Transparency: Moderate transparency - the company is well-known and authors are named, but the commercial nature of the content (Hims sells health products) creates potential conflicts of interest that are not explicitly disclosed on this page. • Trust Factors: Part of established, publicly traded telehealth company, Articles attributed to named medical professionals, Has About page and editorial standards, Legitimate business with known brand reputation, Medical doctors listed as authors/contributors • Distrust Factors: No contact information on this specific page, No author bio on the index page, Very thin page content raises questions about page value, Commercial health company may have conflicts of interest in health content, No visible disclosure of commercial relationships

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'HIMS (NYSE)', 'company': 'Hims & Hers Health, Inc.', 'medical_team': 'Multiple MDs listed as content contributors'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short page content could indicate thin content practices, Category page with minimal unique content

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page clearly presents itself as a blog category page for health articles. Navigation is clear and content is accessible.

Harm Analysis

Severity: none • Harm Details: No harmful content detected on this index page. The articles listed cover legitimate health topics. No misleading claims, dangerous advice, or harmful content is present on the category page itself.

Ads Analysis

Ad Placement: The page has ads present (detected in page structure), but they appear to be integrated into the site's commercial navigation rather than disruptive third-party ads. The navigation includes product promotions which are appropriate for a commercial health company's blog. • User Experience Impact: Minimal negative impact - the commercial elements are part of the site's standard navigation and do not appear to obstruct the main content.

Recommendations

Critical Issues

• Page has only 88 words of content - extremely thin for a YMYL health category page

• No meta description provided - missed opportunity for search visibility and user trust

• No structured data markup despite being a content category page

Improvements

• Add introductory content (200-400 words) explaining what the Labs section covers and why lab testing matters for health

• Add meta description to improve search appearance and user expectations

• Implement structured data markup (BreadcrumbList, ItemList) for better search engine understanding

• Add editorial standards or medical review process disclosure

• Include contact information or link to customer support prominently

• Add author bios or credentials summary for the medical team contributing to this section

• Consider adding a featured article or editorial note to increase page value

Strengths

• Articles are attributed to named medical professionals with credentials (MDs)

• Part of established, publicly traded telehealth company with positive reputation

• Clear content organization into meaningful categories (Latest, Condition Guides, Lifestyle Guides)

• Topics are relevant and cover legitimate health/lab testing subjects

• Has About page and editorial standards referenced in site footer

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https://hims.com/blog/lidocaine-cream-vs-spray-for-premature-ejaculation

65

Confidence: 0.78

Should Rank

Analysed: 18 Jun 2026 05:56

Scores at a Glance

62	PQ Score	68	E-E-A-T Overall	55	Experience	72	Expertise
68	Authoritativeness	74	Trust	65	Content Effort	60	Originality
70	Skill	78	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about penis numbing creams and sprays for premature ejaculation, compare product types, explain mechanisms, discuss alternatives, and address safety concerns. It successfully accomplishes this informational purpose while also serving a commercial purpose of directing users to Hims products. • Rating Justification: The page demonstrates above-average quality for a health blog post: it has a qualified medical reviewer, cites peer-reviewed research, includes safety information, and covers the topic comprehensively for its scope. However, the commercial conflict of interest (promoting Hims-branded products), relatively short word count (592 words) for a YMYL health topic, and the fact that the primary author lacks medical credentials prevent it from reaching High quality. The medical review process and citation quality elevate it above Low/Medium.

E-E-A-T

Overall	68
Experience	55
Expertise	72
Authoritativeness	68
Trust	74

E-E-A-T Analysis

Key Strengths: Board-certified Urologist with Andrology fellowship as medical reviewer, 10 peer-reviewed citations from PubMed, NIH, and clinical journals, Clear publication and update dates with structured data markup, Editorial standards page linked, Accurate medical information about lidocaine/benzocaine mechanisms, Appropriate safety warnings and side effect disclosures • Key Weaknesses: Clear commercial conflict of interest — article recommends Hims-branded products by name, Primary author (Geoffrey C. Whittaker) appears to be a content writer, not a medical professional, No direct contact information on the page, Author bio not visible in the page metadata (Has Author Info: False), Relatively short content (592 words) for a YMYL health topic • Trust Evidence: The page includes structured data with MedicalWebPage schema, a named medical reviewer with credentials, publication and update dates, 10 cited sources from reputable medical databases, editorial standards disclosure, and a disclaimer that the content is not a substitute for medical advice. The site has an About page. Contact info is not directly visible on this page. The commercial conflict of interest (recommending own products) is disclosed but present. • Expertise Evidence: The medical reviewer (Dr. Kelly Brown) is a board-certified Urologist with fellowship training in Andrology, making her highly qualified to review content about premature ejaculation treatments. The article cites 10 peer-reviewed sources including PubMed, NIH, and published clinical trials. The content accurately describes lidocaine/benzocaine mechanisms, references a randomized single-blind placebo-controlled study, and discusses FDA approval status of PE medications correctly. • Experience Evidence: The article is written by Geoffrey C. Whittaker and reviewed by Dr. Kelly Brown MD, MBA, a board-certified Urologist with fellowship training in Andrology. The reviewer has direct clinical expertise in men's health. However, the primary author does not appear to have personal medical experience with the topic — they appear to be a health content writer rather than a clinician or patient with lived experience. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The blog is associated with a licensed healthcare platform. The article references credible medical sources. However, the site has a commercial interest in selling the products discussed (Hims Delay Spray, Clockstopper Wipes), which creates a conflict of interest that slightly reduces authoritativeness.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses medical treatments for a health condition (premature ejaculation), including topical anesthetics (lidocaine, benzocaine), prescription medications (SSRIs like sertraline and paroxetine), drug interactions, side effects, and safety considerations. Incorrect information could lead users to misuse topical anesthetics, experience adverse drug interactions, or delay seeking appropriate medical care. • Potential Harm: Misuse of topical anesthetics could cause excessive numbness, allergic reactions, or dangerous drug interactions with medications for high blood pressure, epilepsy, or cancer. Incorrect dosing guidance could cause harm. Users might also forgo professional medical consultation based on this content. • Standards Required: High E-E-A-T standards required: medical reviewer credentials, accurate clinical information, proper safety warnings, citations to peer-reviewed research, and clear disclaimers about seeking professional medical advice.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear logical structure with descriptive H2 headings, Key takeaways section at the top for quick scanning, FAQ section addresses common user questions, Covers multiple treatment modalities beyond just topical products, Appropriate safety warnings about drug interactions and side effects, Medical reviewer credentials are clearly stated • Weaknesses: At 592 words, the content is too brief for a comprehensive YMYL health guide, Directly promotes Hims-branded products by name without comparative evidence, Does not discuss specific product recommendations beyond Hims products, Limited discussion of when to see a doctor vs. self-treating, No discussion of PE prevalence statistics or when PE is considered clinically significant • Mc Description: The main content covers: definition of penis numbing cream, mechanism of action (lidocaine/benzocaine reducing nerve sensitivity), comparison of sprays vs. creams, alternative PE treatments (physical techniques, lifestyle changes, prescription medications), safety and side effects, and an FAQ section. The content is well-structured and medically reviewed.

Trust & Reputation

Trust Level	high
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company on NYSE (ticker: HIMS), providing verifiable corporate accountability'} • {'source': 'The platform operates as a licensed telehealth provider subject to healthcare regulations'} • {'source': 'Medical reviewer Dr. Kelly Brown is a board-certified Urologist with verifiable credentials (fellowship in Andrology)'} • {'source': 'Content cites peer-reviewed sources from PubMed, NIH, and Nature Publishing Group'} • {'source': "Hims has received significant press coverage as a major men's health telehealth brand"}

Trust Analysis

Transparency: Moderate transparency: the medical reviewer is identified with credentials, editorial standards are referenced, and the commercial nature of the site is apparent. However, the conflict of interest in recommending Hims-branded products is not explicitly disclosed within the article itself, and the primary author's non-medical background is not highlighted. • Trust Factors: Publicly traded company with regulatory oversight, Board-certified medical reviewer with relevant specialty credentials, 10 peer-reviewed citations from credible medical sources, Clear publication and update dates, Editorial standards page exists, Medical disclaimer present, Structured data with MedicalWebPage schema, Content updated recently (December 2025) • Distrust Factors: No contact information visible on the page, Author bio not surfaced in page metadata, Clear commercial conflict of interest — recommends own branded products, Primary content author is not a medical professional, The site sells the products it recommends without independent comparative evidence

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey C. Whittaker — Health content writer', 'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Kelly Brown MD, MBA — Board Certified Urologist, Fellowship in Andrology', 'organization_type': 'Publicly traded telehealth company (NYSE: HIMS)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for the topic, Medical citations and reviewer credentials suggest genuine editorial effort, The commercial nature of the site is a normal characteristic of telehealth company blogs, not spam

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The commercial purpose of the site (selling PE treatments) is apparent from the context. The article recommends Hims-branded products, which is a conflict of interest but is not hidden — the site is clearly a Hims commercial property. Medical information is accurate and sourced. The medical reviewer is real and credentialed. The page does not use dark patterns to obstruct content or mislead users about the nature of the information.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. It includes appropriate safety warnings about side effects, drug interactions, and the importance of consulting healthcare providers. The commercial promotion of Hims products is disclosed and does not constitute harmful misleading content, though it represents a conflict of interest. Medical information appears accurate based on cited sources.

Ads Analysis

Ad Placement: The page contains promotional content for Hims-branded products (Delay Spray, Clockstopper Wipes) integrated within the article body, as well as navigation elements linking to Hims product categories. There are also CTAs ('Be ready for sex whenever you're in the mood — Start here'). These are native/integrated promotions rather than traditional display ads. • User Experience Impact: The promotional content is integrated into the article in a way that does not significantly obstruct the main informational content. Users can read the health information without being blocked by ads. However, the blending of editorial content with product promotion may reduce perceived objectivity.

Recommendations

Critical Issues

• Commercial conflict of interest is not explicitly disclosed within the article — the page recommends Hims-branded products without acknowledging the financial relationship

• Word count of 592 is inadequate for a YMYL health topic that involves topical anesthetics with potential drug interactions and side effects

Improvements

• Expand content depth significantly — 592 words is insufficient for a comprehensive YMYL health guide; aim for 1,500-2,500 words with more detailed clinical information

• Add explicit conflict of interest disclosure within the article body when recommending Hims-branded products

• Include contact information or a clear path to reach medical professionals on the page

• Add the primary author's bio and credentials to the page (currently not surfaced in metadata)

• Include more specific guidance on when users should consult a healthcare provider rather than self-treating

• Add a comparison with competitor products or independent clinical evidence for Hims-specific products

• Expand the FAQ section with more clinically relevant questions (e.g., interactions with specific medications, use during pregnancy/partner considerations)

Strengths

• Board-certified Urologist with Andrology fellowship as medical reviewer provides strong E-E-A-T signal

• 10 peer-reviewed citations from credible sources (PubMed, NIH, Nature) demonstrate research rigor

• Accurate medical information including correct FDA approval status, mechanism of action, and safety warnings

• Well-structured content with clear H2 organization, key takeaways, and FAQ section

• Regular content updates (last updated December 2025) demonstrate ongoing editorial maintenance

• Appropriate medical disclaimers and safety information included

109 https://hims.com/blog/losing-erection-during-sex-reasons 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:50

Scores at a Glance

62	PQ Score	67	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	65	Content Effort	60	Originality
68	Skill	72	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform men about reasons they may lose erections during sex, explain whether this constitutes ED, and guide them toward treatment options — including products sold by Hims. • Rating Justification: The page covers a legitimate YMYL health topic with a named medical reviewer and references to credible sources. The content is organized, uses proper schema markup, and provides actionable information. However, the significant commercial conflict of interest (Hims sells ED medications featured in the article), the relatively low word count for a '12 reasons' article, and the absence of explicit conflict-of-interest disclosure prevent a higher rating. The page meets basic quality standards for a health blog from a telehealth company but falls short of the highest quality due to these trust concerns.

E-E-A-T

Overall	67
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Named medical reviewer (Lynn Marie Morski, MD, JD) with credentials, MedicalWebPage structured data schema implemented, References to specific studies and authoritative organizations (NIH, National MS Society), Regular content updates (last updated August 2025), Published by a publicly traded, regulated telehealth company • Key Weaknesses: Clear commercial conflict of interest — Hims sells the ED medications recommended in the article, Primary author is a content writer, not a medical professional, No explicit disclosure of commercial relationship between content and products sold, Contact information absent from the page, Word count appears low (588 words noted) for a topic claiming to cover 12 reasons comprehensively • Trust Evidence: Medical review by a named MD/JD is present in structured data and on-page. The article has a clear publication date (2020) and recent update date (August 2025). Structured data uses MedicalWebPage schema. However, there is a commercial conflict of interest as Hims sells ED medications (Viagra, Cialis, sildenafil). No explicit disclosure of this conflict is evident. Contact info is absent from the page. • Expertise Evidence: The article is reviewed by Lynn Marie Morski, MD, JD — a licensed physician providing medical review. The content accurately references medical conditions (cardiovascular disease, Peyronie's disease, MS, diabetes), cites the NIH on ED prevalence (30-50 million men), and references specific studies (Journal of Sexual Medicine 2008, 2007 alcohol study). Structured data confirms medical reviewer credentials. • Experience Evidence: The article includes a patient testimonial ('Take it from Him' section with Daniel, 39) providing first-person experience. However, the primary author (Geoffrey C. Whittaker) appears to be a content writer rather than a medical professional with lived clinical experience. The content reads as researched editorial rather than experiential. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with significant brand recognition in men's health. The blog 'Good Health by Hims' is an established health content platform. The article uses MedicalWebPage schema markup and cites authoritative sources like NIH and National Multiple Sclerosis Society. The domain hims.com has substantial domain authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses medical conditions (erectile dysfunction), discusses symptoms that may indicate serious underlying health conditions (cardiovascular disease, diabetes, neurological disorders), and recommends specific prescription medications (sildenafil/Viagra, tadalafil/Cialis). Inaccurate or misleading health information could cause users to delay seeking appropriate medical care or make incorrect self-diagnoses. • Potential Harm: Users may self-diagnose ED or underlying conditions incorrectly, delay seeking medical care for serious cardiovascular or neurological conditions, or be influenced to purchase specific medications from Hims without proper medical consultation. The commercial nature of the publisher creates risk of biased health guidance. • Standards Required: Highest standards of medical accuracy, clear author/reviewer credentials, transparent disclosure of commercial interests, citations to peer-reviewed sources, and clear recommendations to consult healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear organizational structure with table of contents and numbered sections, Covers both physical and psychological causes comprehensively, Includes actionable advice and treatment options, Medical reviewer credentials provided, Regular updates maintained (last updated August 2025), Appropriate use of structured data markup • Weaknesses: Reported word count of 588 is very low for a '12 reasons' article — each reason receives minimal explanation, Commercial bias toward Hims products (Viagra, Cialis, sildenafil) in treatment recommendations, No explicit disclosure that Hims sells the medications recommended, Uses OpinionNewsArticle schema which undermines the medical authority positioning, Limited depth of evidence for each of the 12 causes • Mc Description: The main content is a health article covering 12 reasons men may lose erections during sex, organized with clear headings, a table of contents, and structured sections covering physical, psychological, lifestyle, and medication-related causes. It includes a medical reviewer byline, patient testimonial, and treatment recommendations.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) subject to SEC reporting requirements and regulatory oversight'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'The company has received significant mainstream media coverage in health and business press'} • {'source': 'Medical reviewer Lynn Marie Morski, MD, JD is a named, credentialed physician whose credentials can be independently verified'}

Trust Analysis

Transparency: Partial transparency — the medical reviewer is named and the author is identified, but there is no disclosure that Hims commercially benefits from recommending the ED medications featured in the article. The dual use of OpinionNewsArticle and MedicalWebPage schemas creates ambiguity about the authoritative status of the content. • Trust Factors: Named medical reviewer with MD/JD credentials, Publicly traded company with regulatory accountability, MedicalWebPage schema with proper reviewer attribution, Content regularly updated (August 2025), References to legitimate medical organizations and studies, About page present, Author page linked in structured data • Distrust Factors: Significant undisclosed commercial conflict of interest — publisher sells the medications recommended, No contact information on the page, OpinionNewsArticle schema type used alongside MedicalWebPage creates credibility confusion, Primary content author is not a medical professional, Ads present on a YMYL health page, No explicit disclosure of the commercial relationship between editorial content and products sold

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey C. Whittaker (content writer)', 'organization': 'Hims & Hers Health, Inc.', 'publisher_type': 'Publicly traded telehealth company', 'medical_reviewer': 'Lynn Marie Morski, MD, JD', 'regulatory_status': 'Licensed telehealth platform'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No clear spam indicators detected, Content appears original and purpose-built for the topic, Structured data implementation suggests genuine editorial investment, Regular update history (2020 original, 2025 update) indicates ongoing maintenance

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive. The commercial nature of Hims as a telehealth company selling ED medications is publicly known. However, the lack of explicit conflict-of-interest disclosure in the article itself represents a minor transparency issue rather than active deception. The medical information presented is generally accurate. The content clearly identifies itself as coming from Hims and includes a medical reviewer.

Harm Analysis

Severity: low • Harm Details: The content does not contain directly harmful information. Medical information presented is generally accurate and consistent with mainstream medical understanding. The article appropriately recommends consulting healthcare providers. The commercial conflict of interest is a concern but does not rise to the level of harmful misinformation. The article does not discourage medical consultation.

Ads Analysis

Ad Placement: The page contains ads as indicated in the metadata. Given that this is a Hims-owned blog, the 'ads' likely include promotional content for Hims products (ED medications, telehealth services) integrated within or alongside the editorial content. A floating footer promo banner is referenced in the CSS, suggesting a persistent promotional element. • User Experience Impact: The promotional content appears integrated into the page design rather than being disruptive third-party advertising. The floating footer promo and inline CTAs ('Enjoy sex like you used to — Learn more') are present but appear to be standard for a commercial health blog. The main content remains accessible and readable.

Recommendations

Critical Issues

• Undisclosed commercial conflict of interest: Hims sells the specific medications (sildenafil, tadalafil) recommended in the article without any disclosure of this financial relationship

• YMYL health content authored by a non-medical writer with only post-publication medical review — for serious health conditions like cardiovascular disease and ED, this is a meaningful credibility gap

Improvements

• Add explicit conflict-of-interest disclosure stating that Hims sells ED medications and that this may influence content recommendations

• Expand content depth for each of the 12 reasons — the low word count suggests insufficient detail for a comprehensive health article

• Remove or reconsider the OpinionNewsArticle schema type, which conflicts with the MedicalWebPage positioning and undermines medical authority

• Add contact information to the page to improve trust signals

• Consider having a medical professional co-author or significantly contribute to the content, not just review it

• Add more specific citations with full reference details for the studies mentioned

• Include a clear disclaimer about the limitations of the article and the importance of consulting a healthcare provider before starting any medication

Strengths

• Named, credentialed medical reviewer (Lynn Marie Morski, MD, JD) provides legitimate oversight

• Proper MedicalWebPage structured data implementation with reviewer attribution

• Published by a publicly traded, regulated telehealth company with accountability

• Content is regularly maintained and updated (most recently August 2025)

• Generally accurate medical information consistent with mainstream medical understanding

• Clear organizational structure with table of contents and logical heading hierarchy

110 https://hims.com/blog/mental-health 55

Confidence: 0.65 **Should Rank** Analysed: 18 Jun 2026 05:34

Scores at a Glance

52 PQ Score	55 E-E-A-T Overall	45 Experience	55 Expertise
65 Authoritativeness	55 Trust	55 Content Effort	60 Originality
60 Skill	60 Accuracy	65 Reputation	

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a mental health blog category index, helping users discover articles on depression, anxiety, therapy, medication, and related news. It successfully organizes and presents links to relevant content. • Rating Justification: This is a blog category index page for mental health content on a commercial telehealth platform. The page serves as a navigation hub to individual articles rather than providing substantive content itself. The underlying articles appear to have genuine editorial effort with named authors including medical professionals. However, the page itself has very little original content (88 words), no author information, and serves primarily as a commercial funnel. The brand is established and legitimate, preventing a low rating, but the thin nature of the index page and commercial context limit it to medium.

E-E-A-T

Overall	55
Experience	45
Expertise	55
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Named authors including an MD contributor, Established commercial health brand with regulatory oversight, Links to editorial standards and medical experts, Structured content with clear categories (Depression, Anxiety, Therapy, Medication) • Key Weaknesses: No author information displayed on the category page itself, No contact information directly on this page, Very thin meta description, Only 88 words of actual content detected - primarily a navigation/index page, Commercial conflict of interest as articles link to products • Trust Evidence: The site has an About page, contact information accessible via support links, and editorial standards. However, this specific page lacks direct contact info display, has no author bios visible on the category page, and is a commercial entity selling mental health medications. The meta description 'Got your mind on your mind?' is very minimal. • Expertise Evidence: Some articles are written by a named MD (Daniel Z. Lieberman, MD described as 'A Psychiatrist'), which demonstrates medical expertise. Other authors appear to be editorial staff. The site has editorial standards and medical experts pages linked in the footer. However, individual article author credentials are not prominently displayed on this category page. • Experience Evidence: The page is a blog category index for mental health content on Hims.com. Articles are attributed to named authors (Geoffrey Whittaker, Nicholas Gibson, Rachel Sacks, Melissa Lavigne-Delville, Daniel Z. Lieberman MD) and 'Our Editorial Team'. Dr. Daniel Z. Lieberman MD is identified as a psychiatrist, providing some medical expertise signal. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand recognition. The site links to medical experts, editorial standards, and has a structured navigation. The domain hims.com is an established commercial health platform. Articles cover legitimate mental health topics with named authors.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Mental health is a clear YMYL topic. The page covers depression, anxiety, medication (sertraline, escitalopram, bupropion), therapy, and mental health treatments. Articles discuss prescription medications, depression treatments, anxiety remedies, and ketamine therapy. This content could directly impact health decisions. • Potential Harm: Users seeking mental health information may make health decisions based on this content. Articles about natural remedies for anxiety, depression treatments, and medication could influence whether someone seeks professional help or self-treats. Inaccurate information could delay appropriate care. • Standards Required: High standards of medical expertise, accuracy, and clear disclaimers are required. Authors should have verifiable medical credentials or articles should be reviewed by qualified medical professionals. Clear distinction between informational content and medical advice is essential.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear categorization of mental health topics, Named authors provide some credibility signal, Mix of educational articles and news content, App download promotion for continued engagement • Weaknesses: Only 88 words of actual content - extremely thin for a YMYL topic, No introductory content explaining the mental health section, No editorial guidelines or disclaimers visible on the page, Category page provides no direct value to users seeking health information, Very minimal meta description provides no context • Mc Description: The main content is a blog category index page displaying mental health articles organized into sections: Latest articles, News, and a 'Total care' app promotion. It shows article titles, authors, and categories but provides no substantive health information itself. The page is primarily a navigation/discovery interface.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) • Established brand with regulatory oversight as a healthcare provider • Has editorial standards page and medical experts page

Trust Analysis

Transparency: Moderate transparency - the site is clearly a commercial health company, editorial standards are linked, and medical experts are identified. However, the commercial relationship between content and product sales creates potential bias that is not explicitly disclosed on this page. • Trust Factors: Established commercial telehealth company with regulatory oversight, Named authors including MD contributor, Links to editorial standards and medical experts, About page and company information available, Publicly traded company with accountability • Distrust Factors: No contact information on this specific page, No author bios on category page, Commercial conflict of interest - sells the medications discussed, Very thin page content for YMYL topic, No visible medical disclaimers on category page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'medical_oversight': 'Has medical experts and editorial standards', 'regulatory_status': 'Publicly traded (NYSE: HIMS)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False

MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short page content (88 words) could indicate thin content, Commercial health site with product promotion alongside editorial content

Deception Analysis

Severity: none • Deception Details: No significant deception detected. The page is clearly a commercial health company's blog section. The commercial nature is apparent from the navigation and app download promotion. Articles are attributed to named authors. The site does not hide its commercial purpose.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified on this category index page. The page links to mental health articles which could theoretically contain inaccurate medical information, but the category page itself does not contain harmful content. The commercial nature (linking to prescription medications) is transparent.

Ads Analysis

Ad Placement: The page includes promotional content for the Hims app ('Total care. Totally different. Download the app') and navigation links to commercial products. These are integrated into the site design rather than traditional display ads. The structured data indicates ads are present. • User Experience Impact: The commercial promotions are integrated into the site design and do not appear to obstruct the main content. The category page primarily serves as navigation to articles, with app promotion as a secondary element.

Recommendations

Critical Issues

• Page has only 88 words of content for a YMYL health topic - extremely thin for a category page

• No medical disclaimers visible on a page covering mental health medications and treatments

• Commercial conflict of interest not disclosed - site sells the medications discussed in articles

Improvements

• Add an introductory paragraph explaining the mental health content section and editorial approach

• Display author credentials and bios on the category page

• Add visible medical disclaimers appropriate for YMYL health content

• Include contact information or link to it prominently on the page

• Add a disclosure about the commercial relationship between editorial content and Hims products

• Improve the meta description to be more informative and helpful

• Consider adding a 'reviewed by medical professional' badge or similar trust signal

Strengths

- Established, reputable telehealth company with regulatory oversight
- Named authors including medical professionals (MD contributor)
- Clear content organization with relevant mental health categories
- Links to editorial standards and medical experts pages
- Mix of educational and news content covering diverse mental health topics

111 https://hims.com/blog/news 60

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:40

Scores at a Glance

58	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	70	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: Category listing page aggregating news articles from Hims' blog, showcasing original health research and studies conducted by the company. • Rating Justification: This is a news/blog category listing page for Hims, a legitimate telehealth company. The page serves its purpose as a content index but has very minimal content (88 words), no meta description, and lacks structured data. The articles listed appear to be original research-based content from named authors. The page is functional but not exceptional.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Named authors with dedicated author pages, Original proprietary research cited, Established telehealth brand with medical oversight, Clear editorial standards page exists, Transparent about company identity • Key Weaknesses: No contact information on this page, No author credentials/bios visible on category page, Missing meta description, Very short content (88 words) for a category page, No structured data markup • Trust Evidence: Has About page, editorial standards, medical experts page. Named authors with profile pages. No contact info visible on this page. Has structured navigation and clear site identity. Missing meta description is a minor concern. • Expertise Evidence: Hims is a telehealth company with medical experts listed on their site. The news/research articles cite proprietary studies and data. However, the page itself is a category listing page with minimal direct expertise demonstration. • Experience Evidence: Articles are attributed to named authors (Lauren Ward, Melissa Lavigne-Delville, Olivia Rockeman) with author page URLs, suggesting real people with bylines. Content references original Hims studies and data, indicating first-party research experience. • Authoritativeness Evidence: Hims is a publicly traded telehealth company with established brand recognition. The blog has editorial standards page and medical experts page. The news category covers health-adjacent topics with original research.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Hims is a telehealth company and the news articles cover health topics including weight loss, sexual health, mental health, and hair health. While this specific page is a news/research category rather than direct medical advice, the content links to health-related articles that could influence health decisions. • Potential Harm: Low-to-moderate: The news articles appear to be research summaries and studies rather than direct medical advice. However, health misinformation could influence user decisions about treatments. • Standards Required: Higher EEAT standards required given health context. Medical claims should be backed by qualified professionals. Editorial standards and medical review processes should be clearly documented.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear category organization, Article descriptions provide useful context, Author attribution present, Original research-based content highlighted • Weaknesses: Only 88 words of actual text content, No meta description, No introductory text explaining the news section, No structured data for article listings, Satisfying depth requires clicking through to individual articles • Mc Description: A category listing page showing news articles from Hims' blog. Features a header section with 'News' title, a featured articles section with 3 highlighted pieces, and a 'Latest' section with additional articles. Content is primarily navigation/discovery oriented.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No

Has Author Info	Yes
Has About Info	Yes
Reputation Sources	Hims & Hers Health is a publicly traded company (NYSE: HIMS) • Established telehealth brand since 2017 • Has dedicated medical experts page and editorial standards

Trust Analysis

Transparency: Moderate transparency - company identity is clear, authors are named, but individual article credentials and study methodologies are not visible at the category level. • Trust Factors: Publicly traded company with regulatory oversight, Named authors with dedicated profile pages, Editorial standards page exists, Medical experts page exists, Clear brand identity and company information, Original research attribution • Distrust Factors: No contact information on this page, No author credentials visible at category level, Missing meta description suggests incomplete SEO/content standards, No structured data markup

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'medical_oversight': 'Has medical experts and editorial standards'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page clearly identifies itself as a news/blog category for Hims. Navigation is clear, content purpose is transparent, and the company identity is not hidden.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. The page is a standard blog category listing for a telehealth company. Articles cover health research topics without making dangerous medical claims on this page.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, likely promotional content for Hims' own products integrated into the navigation and footer (app download CTAs, product links). These are first-party promotional elements rather than third-party advertising. • User Experience Impact: Minimal negative impact. The promotional elements are integrated into the site navigation and footer rather than interrupting the main content area. Standard for a commercial health company's blog.

Recommendations

Critical Issues

• Missing meta description is a basic SEO and quality signal gap

• Only 88 words of content on the page - extremely thin for a category page

Improvements

• Add a meta description to improve click-through rates and demonstrate content quality

• Add structured data markup (ItemList, Article schema) for better search engine understanding

• Include an introductory paragraph explaining the News section's purpose and editorial approach

• Display author credentials/bios at the category level to reinforce EEAT

• Add contact information or link to contact page for transparency

• Increase word count with meaningful category description and editorial context

• Add breadcrumb structured data for improved navigation signals

Strengths

• Original proprietary research cited in articles demonstrates genuine expertise and effort

• Named authors with dedicated profile pages support EEAT

• Established publicly traded company with medical oversight infrastructure

• Clear editorial standards and medical experts pages exist on the site

• Clean, functional page design without obstructive ads or deceptive elements

112 https://hims.com/blog/premature-ejaculation-pills 62

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:43

Scores at a Glance

58	PQ Score	67	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	55	Content Effort	60	Originality
65	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to explain how premature ejaculation pills work, what options are available, and where to get them. It partially fulfills this purpose by covering SSRIs and PDE5 inhibitors with some clinical evidence, but the brevity of the main content limits its comprehensiveness. • Rating Justification: The page covers a legitimate medical topic (premature ejaculation treatment) with some clinical evidence cited and a medical reviewer attributed. However, the very short word count (588 words) for a YMYL health topic is a significant concern. The page lacks visible author credentials, has no contact information, and has a clear commercial motivation to promote Hims products. The structured data and medical review attribution partially compensate, but the thin content and commercial bias prevent a higher rating. The page meets basic informational needs but falls short of the high standards required for YMYL medical content.

E-E-A-T

Overall	67
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Medical reviewer (Felix Gussone, MD) attributed in structured data, Embedded video with board-certified urologist (Dr. Peter Stahl), Cites specific clinical studies with quantitative outcomes, Uses MedicalWebPage schema markup, Content regularly updated and reviewed, Published by established telehealth company with domain authority in men's health • Key Weaknesses: Author info not displayed on page (Has Author Info: False), No contact information available, Commercial conflict of interest - page promotes Hims products directly, Medical reviewer credentials not prominently displayed in main content, Short word count (588 words) for a YMYL medical topic, Author Erica Garza appears to be a general health writer, not a medical professional • Trust Evidence: The page has medical review attribution (Felix Gussone, MD) in structured data but this is not prominently displayed in the visible page content per the metadata. No author bio is shown (Has Author Info: False). The site has an About page. No contact info is listed. The page is commercially motivated as it promotes Hims products (delay spray, wipes, sertraline). Structured data is present and well-formed. Content was last reviewed 2025-06-27 and updated 2025-07-01, indicating maintenance. • Expertise Evidence: Medical review by Felix Gussone, MD is noted in structured data. The article cites specific clinical studies with dosage data (e.g., sertraline at 25mg, 50mg, 100mg doses with specific ejaculation time outcomes). The embedded video features a board-certified urologist. Content covers SSRIs, PDE5 inhibitors, topical anesthetics, and behavioral techniques with reasonable clinical accuracy. However, the author Erica Garza's credentials are not displayed on the page itself. • Experience Evidence: The content is written by Erica Garza (a health writer, not a medical professional) and reviewed by Felix Gussone, MD. The article includes a video featuring board-certified urologist Dr. Peter Stahl discussing PE treatments, which adds experiential medical perspective. However, the primary author does not appear to have personal lived experience with PE, and the content reads as researched rather than experiential. • Authoritativeness Evidence: Hims is a well-known telehealth company specializing in men's health. The domain hims.com has established authority in men's sexual health. The article references peer-reviewed studies (2007 and 2005 studies on sildenafil). Structured data includes MedicalWebPage schema with a named medical reviewer. The content links to related Hims products and services, indicating the site has operational authority in this space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses prescription medications (SSRIs like sertraline, PDE5 inhibitors like sildenafil) for treating a medical condition (premature ejaculation). It provides specific dosage information and clinical outcomes. Users may make health decisions based on this content, including whether to seek prescription medications. • Potential Harm: Inaccurate or incomplete medical information could lead users to self-medicate inappropriately, misunderstand drug interactions or contraindications, delay seeking proper medical care, or use medications off-label without physician supervision. The commercial context could bias recommendations toward Hims products over other equally or more effective options. • Standards Required: High E-E-A-T standards required: content should be written or reviewed by qualified medical professionals, cite peer-reviewed sources, disclose conflicts of interest, include appropriate medical disclaimers, and provide comprehensive safety information including contraindications and when to see a doctor.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear organization with descriptive headings covering different treatment categories, Specific clinical data cited (e.g., ejaculation time improvements at different sertraline doses), Comprehensive coverage of both prescription and OTC options, Embedded video with board-certified urologist adds depth, Appropriate medical disclaimers about off-label use • Weaknesses: Only 588 words of main content is insufficient for a comprehensive YMYL medical article, No visible author bio or credentials on the page, Studies cited are from 2005 and 2007 - outdated for a 2025 article, Commercial bias toward Hims products (delay spray, wipes, sertraline) without adequate disclosure, No information about contraindications, drug interactions, or when to see a doctor, No patient perspective or real-world experience shared • Mc Description: The main content explains premature ejaculation treatment options including SSRIs (particularly sertraline), PDE5 inhibitors (sildenafil, tadalafil), topical anesthetics, and behavioral techniques. It includes clinical study data on sertraline dosing outcomes and sildenafil effectiveness, side effect lists for both drug classes, and alternative OTC treatments.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) with established presence in men's health • The company has FDA-regulated prescription services • Multiple media coverage and brand recognition in men's health space

Trust Analysis

Transparency: Partial transparency - the medical reviewer is identified in structured data but not prominently in the article. The commercial nature of the site (telehealth company promoting its own products) is implicit but not explicitly disclosed as a potential conflict of interest. The author is identified by name but without credentials displayed. • Trust Factors: Medical reviewer (Felix Gussone, MD) attributed in structured data, MedicalWebPage schema markup with lastReviewed date, Content regularly updated (last modified 2025-07-01), Hims is a legitimate, regulated telehealth company, Video features board-certified urologist, Clinical studies cited with specific data, About page exists • Distrust Factors: No author bio displayed on page, No contact information, Clear commercial conflict of interest - promotes Hims products, Medical reviewer credentials not prominently displayed in article body, Thin content (588 words) for medical topic, No disclosure of commercial relationship between content and products promoted

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Erica Garza (writer)', 'reviewer': 'Felix Gussone, MD (medical reviewer)', 'organization': 'Hims & Hers Health, Inc.', 'video_expert': 'Dr. Peter Stahl (board-certified urologist)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None identified - content appears to be original, purposefully created health content

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It is clearly a health blog article from a telehealth company. The commercial intent (promoting Hims products) is implicit in the site context. The medical information provided is generally accurate. The introduction's phrasing about 'FDA-approved medications' is slightly imprecise (they're off-label uses) but this is corrected later in the article. No hidden ads or misleading design patterns detected.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful. It appropriately notes that SSRIs and PDE5 inhibitors are used off-label for PE and recommends consulting healthcare providers. The commercial promotion of Hims products is present but not deceptive. Side effects are listed for both drug classes. The content does not encourage dangerous self-medication practices.

Ads Analysis

Ad Placement: The page contains promotional content for Hims products (delay spray, wipes, sertraline) integrated within the article content and likely in sidebar/footer areas. There appears to be a floating footer promo banner based on the CSS classes. The ads are contextually relevant to the topic. • User Experience Impact: The commercial content is integrated into the article rather than being disruptive display advertising. The promotional elements are contextually relevant (PE products for a PE article) but may bias the content recommendations. The floating footer promo is a minor UX consideration but not obstructive.

Recommendations

Critical Issues

• No author credentials displayed on page despite YMYL medical content - this is a significant E-E-A-T gap

• Content is too thin (588 words) for a medical topic requiring high E-E-A-T standards

• Commercial conflict of interest not disclosed - the page recommends products sold by the same company

Improvements

• Significantly expand the main content (aim for 1500-2500 words) to provide comprehensive coverage of PE treatment options, including contraindications, drug interactions, and when to see a doctor

• Display author bio and medical reviewer credentials prominently within the article body, not just in structured data

• Add a clear conflict of interest disclosure noting that Hims sells the products mentioned in the article

• Update clinical citations to include more recent studies (post-2010) and add a references section

• Add contact information or link to customer support prominently

• Include information about contraindications, who should not take these medications, and drug interactions

• Add a clear 'Talk to your doctor' recommendation and guidance on when to seek medical care

Strengths

• Medical reviewer (Felix Gussone, MD) attributed and MedicalWebPage schema implemented

• Original video content featuring board-certified urologist adds genuine expertise

• Specific clinical study data cited with quantitative outcomes demonstrates research effort

• Content regularly maintained and updated (2025 review date)

• Hims has established domain authority and legitimate business reputation in men's health

113 https://hims.com/blog/prozac-dosage 58

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:57

Scores at a Glance

58	PQ Score	58	E-E-A-T Overall	45	Experience	65	Expertise
60	Authoritativeness	62	Trust	68	Content Effort	55	Originality
65	Skill	70	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about Prozac dosages for various mental health conditions including depression, OCD, panic disorder, and bulimia nervosa, while also covering side effects, interactions, and usage tips. • Rating Justification: The page provides a reasonably comprehensive guide to Prozac dosages with medically reviewed content, primary source citations, and a qualified reviewer. However, it is produced by a commercial telehealth company with a financial interest in prescribing these medications, the content is from 2021 and may be outdated, the author is not a medical professional, and the page has commercial intent. These factors prevent it from reaching High quality despite adequate informational content.

E-E-A-T

Overall	58
Experience	45
Expertise	65
Authoritativeness	60
Trust	62

E-E-A-T Analysis

Key Strengths: Detailed reviewer credentials with verifiable licenses and board certifications, Cites FDA drug labeling and MedlinePlus as primary sources, Includes medical disclaimer and editorial standards link, Structured data markup with MedicalWebPage schema, Comprehensive coverage of dosages for multiple conditions • Key Weaknesses: Author (Geoffrey Whittaker) is a writer, not a medical professional, Commercial conflict of interest: Hims sells mental health prescriptions, No contact information on the page, Content last reviewed/modified in 2021, potentially outdated, The OpinionNewsArticle schema type is unusual and potentially misleading for medical content • Trust Evidence: The page includes a medical reviewer with verifiable credentials, cites primary sources (FDA labeling, MedlinePlus), includes editorial standards disclosure, and has a disclaimer that the article is not a substitute for medical advice. However, no contact info is present on the page, and the commercial nature of Hims creates potential bias. • Expertise Evidence: Reviewed by Kristin Hall, FNP, who has detailed credentials listed including BSN (University of Missouri, 1997), MSN (Saint Louis University, 1999), 25 years of experience, multiple nursing licenses, and board certification as a Family Nurse Practitioner. The reviewer has relevant mental health certifications. The author Geoffrey Whittaker appears to be a health writer, not a clinician. • Experience Evidence: The content is written by Geoffrey Whittaker and reviewed by Kristin Hall, FNP. There is no direct patient experience or first-person clinical experience described. The article is informational and references FDA labeling and MedlinePlus, suggesting secondary research rather than direct clinical experience. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company with significant brand recognition. The page cites FDA drug labeling and MedlinePlus as sources. The structured data uses MedicalWebPage schema. However, the site is primarily a commercial telehealth platform selling prescriptions, which creates a commercial conflict of interest.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides specific dosage information for a prescription psychiatric medication (fluoxetine/Prozac). It covers dosing ranges, conditions treated, side effects including serious ones (serotonin syndrome, suicidal ideation), drug interactions, and usage instructions. This is clearly YMYL health content that could directly affect a person's health decisions. • Potential Harm: Users could misuse dosage information to self-medicate, take incorrect doses, or fail to consult a healthcare provider. Information about drug interactions (especially MAOIs and serotonin syndrome) is safety-critical. The black box warning about suicidal ideation in young adults is a serious safety concern. • Standards Required: Highest standards of E-E-A-T required: content should be written or reviewed by licensed medical professionals, cite current clinical guidelines, be regularly updated, and clearly direct users to consult healthcare providers rather than self-prescribe.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major FDA-approved indications with specific dosage ranges, Includes both adult and pediatric dosing information, Covers serious safety information including black box warning and serotonin syndrome, Practical usage tips section adds actionable value, Clear disclaimer that content is not a substitute for medical advice • Weaknesses: Content is from 2021 and has not been updated, Does not mention fluoxetine's use in premenstrual dysphoric disorder (PMDD), an FDA-approved indication, Limited discussion of factors that influence dosage selection (age, renal/hepatic function, drug interactions), No discussion of tapering protocols when discontinuing, Commercial context may bias content toward encouraging medication use • Mc Description: The main content is a structured guide covering: what Prozac is and its approved uses, specific dosage ranges for depression, OCD, panic disorder, and bulimia nervosa, comparison of daily vs. weekly formulations, generic fluoxetine forms, common and serious side effects, drug interactions, and practical usage tips. The content is well-organized with clear section headings.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': 'The site has an editorial standards page and medical review process with credentialed reviewers'} • {'source': 'Reviewer Kristin Hall, FNP has verifiable credentials including board certification from American Nurses Credentialing Center and multiple state licenses'}

Trust Analysis

Transparency: Moderate transparency: reviewer credentials are detailed and verifiable, sources are cited, editorial standards are referenced, and a medical disclaimer is present. However, the commercial relationship between the content and Hims's prescription services is not explicitly disclosed as a potential conflict of interest. • Trust Factors: Medical reviewer has detailed, verifiable credentials with 25 years of experience, Cites FDA drug labeling and MedlinePlus as primary sources, Includes medical disclaimer and editorial standards, Publicly traded company subject to regulatory oversight, Structured data uses appropriate MedicalWebPage schema, Clear disclosure of review date and publication date • Distrust Factors: No contact information on the page, Commercial conflict of interest: Hims sells Prozac/fluoxetine prescriptions through its telehealth platform, Content not updated since 2021, OpinionNewsArticle schema type applied to medical content is inappropriate, Author is a writer, not a medical professional, Ads present on a YMYL health page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Geoffrey Whittaker (health writer)', 'reviewer': 'Kristin Hall, FNP - BSN University of Missouri 1997, MSN Saint Louis University 1999, Board Certified Family Nurse Practitioner, 25 years experience, multiple state licenses', 'organization': 'Hims & Hers Health, Inc.'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: The word count of 88 flagged as 'very_short_content' appears to be a parsing artifact from the CSS-heavy page source; the actual article content is substantial (several thousand words)

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial nature as a Hims & Hers health blog. The medical review process is disclosed. The content accurately represents FDA-approved dosage information. The OpinionNewsArticle schema type is technically inappropriate for medical dosage content but does not appear to be intentionally deceptive. The page does not hide its commercial intent.

Harm Analysis

Severity: low • Harm Details: The content is generally accurate and includes appropriate safety warnings including the FDA black box warning about suicidal ideation, serotonin syndrome risks, and MAOI interaction dangers. It consistently directs users to consult healthcare providers. The commercial context creates a potential conflict of interest but does not rise to the level of harmful or misleading content.

Ads Analysis

Ad Placement: The page has ads present, likely for Hims & Hers products and services including mental health treatments. Given the commercial nature of the site, these are likely integrated promotional content for the company's own telehealth services rather than third-party display ads. • User Experience Impact: Ads appear to be integrated into the site's commercial structure rather than being obstructive interstitials. The main content is accessible and not significantly obstructed by advertising. However, the presence of commercial promotion on YMYL health content is a trust concern.

Recommendations

Critical Issues

• Content has not been updated since July 2021 - medical dosage information requires regular review for accuracy and currency

• Commercial conflict of interest between content publisher (Hims, which sells fluoxetine prescriptions) and the informational content is not disclosed to readers

Improvements

• Update the content to reflect current clinical guidelines and any FDA label changes since 2021

• Add explicit disclosure of the commercial relationship between the content and Hims's prescription services

• Include fluoxetine's FDA-approved use for PMDD (premenstrual dysphoric disorder) which is currently omitted

• Change the structured data schema from OpinionNewsArticle to MedicalWebPage only, as OpinionNewsArticle is inappropriate for medical dosage information

• Add contact information to the page to improve trust signals

• Consider having a physician (MD/DO) rather than only an FNP as the primary medical reviewer for prescription medication dosage content

• Add information about dosage adjustments for special populations (elderly, hepatic impairment, renal impairment)

• Include information about tapering/discontinuation protocols

Strengths

• Qualified medical reviewer (Kristin Hall, FNP) with detailed, verifiable credentials and 25 years of clinical experience

• Cites authoritative primary sources: FDA drug labeling and MedlinePlus

• Comprehensive coverage of dosages across all major FDA-approved indications with both adult and pediatric dosing

• Includes critical safety information: black box warning, serotonin syndrome, MAOI interactions

• Clear medical disclaimer and editorial standards disclosure

• Well-organized structure with table of contents and logical information flow

114 https://hims.com/blog/psychological-causes-of-ed 72

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:50

Scores at a Glance

72	PQ Score	67	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	78	Content Effort	65	Originality
75	Skill	78	Accuracy	74	Reputation		

Page Quality

PQ Rating	high
PQ Score	72

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to educate men about psychological causes of erectile dysfunction and available treatment options, helping users understand whether their ED may be psychological and what they can do about it. • Rating Justification: The page provides comprehensive, medically reviewed information about psychological ED with cited research, clear structure, and actionable treatment options. It is produced by a legitimate telehealth company with a named MD reviewer. The commercial context (Hims sells ED treatments) creates a mild conflict of interest but does not undermine the factual accuracy of the content. The content goes well beyond a basic overview and addresses multiple causes, diagnostic approaches, and treatment modalities.

E-E-A-T

Overall	67
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Medical reviewer (MD, MBA) clearly attributed with name, Multiple peer-reviewed studies cited throughout, MedicalWebPage structured data with review date, Content updated regularly (last updated July 2025), Hims is a legitimate, publicly traded telehealth company, Comprehensive coverage of causes and treatments • Key Weaknesses: Author bio/credentials not visible in page content, No contact information on this page, Word count of 586 seems low for the depth of topic covered (though actual article content appears much longer based on excerpt), Commercial conflict of interest: Hims sells ED medications and treatments discussed in the article, OpinionNewsArticle schema type is unusual for a medical information article • Trust Evidence: Medical review attribution is present (Kelly Brown MD, MBA). Structured data includes MedicalWebPage schema with lastReviewed date (2025-06-26). Content was originally published 2018 and updated 2025-07-01. No contact info visible on this page. No author bio visible in the extracted content. The page has ads present. Hims is a publicly traded company (HIMS on NYSE). • Expertise Evidence: Medical review by Kelly Brown MD, MBA adds credibility. The article cites multiple studies (2018 depression/ED research, 2021 PTSD study, statistics on performance anxiety affecting 9-25% of men). Content covers clinical terminology (PDE5 inhibitors, psychogenic ED, CBT, psychosexual therapy) accurately. However, author credentials for Erica Garza are not detailed on this page. • Experience Evidence: The article is written by Erica Garza (a health writer) and reviewed by Kelly Brown MD, MBA. There is no direct first-person patient experience shared. The content is written from an informational/educational perspective rather than lived experience with the condition. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand recognition in men's health. The article has structured data with MedicalWebPage schema and reviewer attribution. The site has an About page. The content references named medications (Viagra, Cialis, Levitra, Stendra) and clinical treatments appropriately.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page covers medical health information about erectile dysfunction, including causes, diagnosis, and treatment options including prescription medications (Viagra, Cialis, etc.) and therapy. It directly advises users on health conditions and medical treatments. • Potential Harm: Inaccurate medical information could lead users to self-diagnose incorrectly, delay seeking appropriate medical care, or make uninformed decisions about treatments. The discussion of prescription medications requires accuracy. • Standards Required: High standards of medical accuracy, clear expert credentials, medical review by qualified professionals, citations to peer-reviewed research, and clear disclaimers about consulting healthcare providers.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of multiple psychological causes with individual explanations, Research citations support key claims, Clear diagnostic guidance including self-assessment questions, Multiple treatment options presented (medication, therapy, lifestyle), Accessible language that explains medical terms, Regular updates maintained (last updated July 2025), Medical reviewer attribution • Weaknesses: Commercial bias: article naturally leads toward Hims products/services, Some sections could benefit from more nuanced discussion of when to seek emergency care, The word count reported (586) seems inconsistent with the actual content length visible in the excerpt, No clear disclaimer that this is not a substitute for professional medical advice • Mc Description: The main content is a comprehensive health article covering psychological erectile dysfunction including definition, 7 specific causes (performance anxiety, stress/anxiety, relationship problems, depression/PTSD, guilt/low self-esteem, pornography use, masturbation practices), diagnostic approach, and treatment options (medication, CBT, sex therapy, lifestyle techniques). Content is well-structured with clear headings and includes research citations.

Trust & Reputation

Trust Level	high
Reputation Score	74
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a well-established telehealth brand with significant media coverage in major publications'} • {'source': 'Medical content reviewed by named MD (Kelly Brown MD, MBA) with review date disclosed'} • {'source': 'MedicalWebPage structured data with lastReviewed date signals editorial standards'} • {'source': 'FDA-regulated telehealth platform subject to healthcare compliance requirements'}

Trust Analysis

Transparency: Moderate transparency. The medical reviewer is named with credentials and review date. The author is named. The publisher (Hims & Hers Health, Inc.) is clearly identified. However, the commercial relationship between the content and the products/services sold by Hims is not explicitly disclosed as a potential conflict of interest. • Trust Factors: Publicly traded company with regulatory oversight, Named medical reviewer with MD credentials, Content review date disclosed (June 2025), Multiple peer-reviewed studies cited, About page exists, Named author (Erica Garza) with author URL in structured data, Long-standing content updated regularly since 2018, Structured data implementation demonstrates editorial standards • Distrust Factors: No contact information visible on this page, Clear commercial conflict of interest (Hims sells the treatments discussed), OpinionNewsArticle schema type applied to medical content is inappropriate, Author credentials not detailed on the page itself, Ads present on a YMYL health page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Erica Garza (health writer)', 'organization': 'Hims & Hers Health, Inc.', 'publisher_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Kelly Brown MD, MBA'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page does not appear deceptive. The content is clearly health information from a telehealth company. The commercial nature of the site is implicit but not hidden. The OpinionNewsArticle schema type is technically inappropriate for medical content but does not appear to be an intentional deception strategy. The medical reviewer and author are named. No hidden advertising or disguised commercial content detected.

Harm Analysis

Severity: none • Harm Details: The content does not appear harmful. It provides medically reviewed information about a legitimate health condition. The article consistently recommends consulting healthcare professionals. No dangerous self-treatment advice is given. The commercial context (Hims sells ED treatments) is a mild concern but does not rise to the level of harmful misleading content.

Ads Analysis

Ad Placement: Ads are present on the page. Given this is a YMYL health page, ads require careful placement. The content appears to be the primary focus with ads as secondary elements. The promotional content for Hims products (e.g., 'Enjoy sex like you used to - Learn more') is integrated into the page but appears to be clearly branded content rather than disguised advertising. • User Experience Impact: Ads and promotional content for Hims products are present but appear to be integrated in a way that does not significantly obstruct the main content. The floating footer promo banner mentioned in the CSS may be mildly intrusive but is a common pattern for telehealth sites.

Recommendations

Critical Issues

• Commercial conflict of interest not disclosed: Hims sells the exact medications and services recommended in the article without explicit disclosure

• OpinionNewsArticle schema type is inappropriate for medical health content and could be seen as a structured data quality issue

Improvements

• Add a clear conflict of interest disclosure noting that Hims sells ED treatments discussed in the article

• Include a prominent disclaimer that the content is for informational purposes and not a substitute for professional medical advice

• Change the OpinionNewsArticle schema type to a more appropriate type (e.g., MedicalWebPage or Article) to avoid misleading search engines

• Add detailed author bio for Erica Garza including her health writing credentials and experience

• Add contact information or link to contact page to improve trust signals

• Consider adding a section on when to seek emergency medical care

• Update older statistics with more recent research where available

• Add clearer separation between editorial content and promotional content for Hims products

Strengths

• Named medical reviewer (Kelly Brown MD, MBA) with review date clearly disclosed

• Multiple peer-reviewed studies cited to support key claims

• Comprehensive coverage of 7 psychological causes, diagnostic approach, and multiple treatment options

• Content maintained and updated regularly since 2018 (last updated July 2025)

• Published by a legitimate, publicly traded telehealth company with regulatory oversight

• Clear, accessible writing that explains medical terminology in plain language

• Structured data implementation (MedicalWebPage, ItemList schemas) demonstrates editorial standards

115 https://hims.com/blog/safest-drug-erectile-dysfunction 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:50

Scores at a Glance

62	PQ Score	67	E-E-A-T Overall	55	Experience	72	Expertise
68	Authoritativeness	70	Trust	65	Content Effort	60	Originality
68	Skill	75	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about the safety of FDA-approved ED medications, explain how they work, describe side effects, and provide guidance on choosing between options. It largely fulfills this informational purpose with accurate content. • Rating Justification: The page covers a YMYL health topic (ED medications) with a named medical reviewer, accurate information, and proper structured data. However, it is notably short (588 words) for the complexity of the topic, lacks visible external citations, has a clear commercial conflict of interest (Hims sells these medications), and the author lacks visible credentials. The medical reviewer adds legitimacy, but the commercial nature and content brevity prevent a High rating.

E-E-A-T

Overall	67
Experience	55
Expertise	72
Authoritativeness	68
Trust	70

E-E-A-T Analysis

Key Strengths: Named medical reviewer with MD credentials (Lynn Marie Morski, MD, JD), Accurate clinical trial data cited with specific percentages, Proper use of MedicalWebPage structured data schema, Content updated recently (August 2025) indicating maintenance, Clear warnings about unregulated OTC products and FDA oversight, Hims is a publicly traded, regulated telehealth company • Key Weaknesses: No visible author bio or credentials for writer Erica Garza, No external citations or links to peer-reviewed medical literature visible, Commercial conflict of interest: Hims sells the very medications discussed, No contact information on the page, Author info flagged as False in page structure metadata, Content is relatively short (588 words) for a comprehensive YMYL health topic • Trust Evidence: The page has structured data (MedicalWebPage schema), a named medical reviewer (Lynn Marie Morski, MD, JD), publication and update dates (originally 2020, updated August 2025), and is hosted on a legitimate telehealth company's domain. The content warns against unregulated OTC supplements and references FDA oversight. No contact info is present on this page. • Expertise Evidence: The article accurately describes PDE5 inhibitors, their mechanisms (cGMP, nitric oxide pathways), FDA approval processes, and clinical trial data with specific percentages (e.g., 21% headache rate for sildenafil at 50mg). Medical terminology is used correctly. A physician reviewer (MD, JD) is credited, which supports medical expertise. • Experience Evidence: The content is written by Erica Garza and reviewed by Lynn Marie Morski, MD, JD — a licensed physician with a law degree. The medical reviewer adds credibility, but there is no direct patient experience or first-person clinical experience described. The author bio is not visible in the extracted content, limiting experience signals. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (HIMS on NYSE) with significant brand recognition in men's health. The blog is associated with a licensed healthcare provider platform. The article cites FDA approval processes and references clinical trial data. However, no external citations or links to peer-reviewed sources are visible in the excerpt.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses prescription medications for erectile dysfunction, including their safety profiles, side effects, drug interactions, contraindications, and warnings. Decisions based on this content could directly affect a user's physical health and medical treatment choices. • Potential Harm: Users could make incorrect decisions about taking prescription medications, ignore important contraindications (e.g., cardiovascular conditions, nitrate interactions), or be misled about the relative safety of different ED drugs. The commercial context (Hims sells these drugs) creates potential for biased information. • Standards Required: Highest E-E-A-T standards required: content should be written or reviewed by licensed medical professionals, cite peer-reviewed sources, clearly disclose commercial relationships, include comprehensive contraindication information, and recommend consulting a healthcare provider.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical structure with table of contents and descriptive H2 headings, Accurate explanation of PDE5 inhibitor mechanism (cGMP, nitric oxide pathway), Specific clinical trial data cited for side effect rates across different medications, Balanced coverage of both physical and psychological causes of ED, Important warning about unregulated OTC supplements and FDA tainted products list, Medical reviewer credited with credentials • Weaknesses: At 588 words, the content is too brief for a comprehensive YMYL health topic, Critical drug interaction information (especially nitrates) not prominently featured in visible excerpt, No external links to peer-reviewed sources or FDA documentation, Commercial bias not explicitly disclosed — Hims sells the medications being reviewed, Lacks comparison tables or detailed dosing information that users would find helpful, No discussion of when to see a doctor or how to get a prescription • Mc Description: The main content provides an overview of FDA-approved ED medications (sildenafil, tadalafil, vardenafil, avanafil), explains PDE5 inhibitor mechanisms, discusses side effect rates with clinical trial data, warns against OTC alternatives, and addresses safety considerations. Content is organized with clear headings and a table of contents.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'The company has received significant press coverage in major publications (Forbes, WSJ, NYT) as a leading telehealth provider'} • {'source': 'Medical reviewer Lynn Marie Morski, MD, JD is a verifiable licensed physician with public professional credentials'}

Trust Analysis

Transparency: Partial transparency: the medical reviewer is named with credentials, and publication/update dates are provided. However, the commercial relationship between the content and Hims's business model (selling ED medications) is not explicitly disclosed as a conflict of interest. The author's credentials are not visible. The organization's identity is clear through structured data and branding. • Trust Factors: Publicly traded company with regulatory oversight and financial transparency, Named medical reviewer with verifiable MD credentials, Content updated regularly (most recently August 2025), Proper MedicalWebPage structured data implementation, Accurate medical information consistent with FDA guidelines, Warns against unsafe OTC alternatives, About page exists for the organization • Distrust Factors: Clear commercial conflict of interest — Hims sells the medications being reviewed as 'safe', No contact information on the page, Author (Erica Garza) has no visible credentials or bio on this page, No external citations to independent medical sources, Commercial CTAs ('Enjoy sex like you used to — Learn more') embedded in content, Ads present on the page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'author': 'Erica Garza (credentials not visible)', 'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Lynn Marie Morski, MD, JD', 'regulatory_status': 'Licensed telehealth platform'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is relatively brief (588 words) for the topic scope, which could indicate thin content, Commercial telehealth company publishing health content that promotes their own products

Deception Analysis

Severity: minor • Deception Details: The page does not appear to be deceptive. The content is medically accurate, the publisher identity is clear, and the medical reviewer is named. The commercial nature of the site is evident from the branding and CTAs. While there is an undisclosed conflict of interest (Hims sells these medications), this does not constitute active deception — it is a common practice for telehealth company blogs. The main content is accessible and not obstructed by ads or interstitials based on the available information.

Harm Analysis

Severity: low • Harm Details: The content is generally accurate and does not contain demonstrably false medical claims. It appropriately warns users about OTC alternatives and recommends consulting healthcare providers. The commercial conflict of interest (Hims sells these medications) creates potential for subtle bias but does not rise to the level of harmful misinformation based on the visible content.

Ads Analysis

Ad Placement: Ads are present on the page as indicated by the metadata. The page includes promotional CTAs for Hims's own ED treatment services ('Enjoy sex like you used to — Learn more'), which function as native advertising integrated into the content. These are contextually relevant to the topic. • User Experience Impact: The promotional CTAs are contextually relevant and do not appear to obstruct the main content based on the page structure. However, the integration of commercial promotions within health content without clear disclosure could subtly influence user perception of the information's objectivity.

Recommendations

Critical Issues

• Undisclosed commercial conflict of interest: Hims sells the medications being reviewed as 'safe,' which requires explicit disclosure per FTC guidelines and E-E-A-T best practices

• Content brevity (588 words) is insufficient for a YMYL health topic covering prescription medication safety — risks being rated as thin content by quality raters

Improvements

• Significantly expand content depth (currently ~588 words) to comprehensively cover contraindications, drug interactions (especially nitrates), dosing guidelines, and when to consult a doctor — appropriate for a YMYL health topic

• Add explicit disclosure of commercial conflict of interest (e.g., 'Hims provides ED medications — this content is reviewed independently by medical professionals')

• Include citations to peer-reviewed medical literature, FDA prescribing information, or clinical study references to support statistical claims

• Add visible author bio with credentials for Erica Garza, or clarify her role relative to the medical reviewer

• Add contact information or link to customer support/medical team contact on the page

• Prominently feature the critical nitrate drug interaction warning as a safety callout, as this is a life-threatening contraindication

Strengths

• Named medical reviewer with verifiable MD, JD credentials (Lynn Marie Morski) adds significant E-E-A-T value

• Accurate medical information including correct PDE5 inhibitor mechanism explanation and specific clinical trial data

• Proper MedicalWebPage and ItemList structured data implementation supports rich results and signals content organization

• Regular content updates (most recently August 2025) demonstrate ongoing maintenance and accuracy commitment

• Appropriate warning against unregulated OTC supplements with reference to FDA tainted products list serves genuine user safety interest

• Published by a publicly traded, regulated telehealth company with established brand reputation in men's health

116 https://hims.com/blog/seeing-a-psychiatrist 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:56

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	45	Experience	62	Expertise
58	Authoritativeness	65	Trust	62	Content Effort	55	Originality
65	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about what to expect when seeing a psychiatrist for the first time, covering intake session procedures, preparation steps, and post-session outcomes. It partially serves as a lead-generation page for Hims' online psychiatry service. • Rating Justification: The page provides genuinely useful, accurate information about what to expect when seeing a psychiatrist for the first time. It covers intake sessions, preparation tips, and post-session outcomes in a clear, organized manner. However, it is a YMYL health topic reviewed by an RN rather than a psychiatrist, has minimal sourcing (one citation), and has a clear commercial intent to funnel users to Hims' online psychiatry service. The content is helpful but not at the highest standard expected for mental health guidance.

E-E-A-T

Overall	58
Experience	45
Expertise	62
Authoritativeness	58
Trust	65

E-E-A-T Analysis

Key Strengths: Medical reviewer identified with credentials (RN, Masters in Health Informatics), Clear publication and update dates, Editorial standards page linked, Medical disclaimer present, Structured data implemented, Hims is a legitimate, publicly traded telehealth company • Key Weaknesses: Reviewer is an RN, not a psychiatrist or mental health specialist — credential mismatch for psychiatric content, Only one source cited, and it is about professional disclosure in counseling, not psychiatry specifically, Primary author (Nicholas Gibson) has no listed medical credentials, Content is relatively thin for a YMYL health topic, No contact information on the page itself, Commercial conflict of interest: article promotes Hims online psychiatry service • Trust Evidence: The page includes a medical reviewer byline, publication and update dates (09/26/2021, 09/27/2021), editorial standards disclosure, a single cited source, and a disclaimer that the article is not a substitute for medical advice. The company has an About page and is a known public company. Contact info is not directly present on this page. • Expertise Evidence: The article is medically reviewed by a registered nurse (Mary Lucas, RN) rather than a psychiatrist or mental health professional. Content covers accurate procedural information about intake sessions, forms, and preparation steps. One source is cited (a 2016 professional disclosure reference). The content is factually reasonable but lacks depth expected from a psychiatric expert. • Experience Evidence: The content is written by Nicholas Gibson (a writer, not a clinician) and reviewed by Mary Lucas, RN. The reviewer has 10+ years of healthcare experience and a Masters in Health Informatics from Boston University. However, the primary author does not appear to have direct clinical experience with psychiatry. No first-person patient experience is shared. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company offering mental health services including online psychiatry. The blog 'Good Health by Hims' is a content marketing arm. The site has editorial standards published. However, the reviewer is an RN, not a psychiatrist, which is a mismatch for psychiatric content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses mental health treatment — specifically, what to expect when seeing a psychiatrist. Mental health is a clear YMYL topic as it involves medical decisions, diagnosis, and treatment that can significantly impact a person's health and wellbeing. • Potential Harm: Inaccurate or misleading information about psychiatric intake sessions could cause users to have incorrect expectations, delay seeking appropriate care, or make poor decisions about their mental health treatment. The commercial promotion of Hims' psychiatry service could also influence health decisions. • Standards Required: High expertise (ideally psychiatrist-level), strong sourcing from peer-reviewed literature, clear separation of informational content from commercial promotion, and transparent disclosure of conflicts of interest.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear, logical structure with well-defined sections, Practical, actionable advice for someone preparing for their first psychiatric appointment, Reassuring tone appropriate for an anxious audience, Covers both administrative and clinical aspects of the intake process, Includes specific examples of diagnostic tests (PHQ-9, BDI, CES-D) • Weaknesses: Ends with a commercial promotion for Hims' online psychiatry service, creating conflict of interest, Minimal sourcing (one citation) for a health topic, Does not distinguish clearly between psychiatrists and other mental health providers, Does not address potential risks or limitations of online psychiatry, Word count flagged as very short (88 words in metadata, though actual content is substantially longer — likely a metadata extraction issue) • Mc Description: The main content is a structured informational article covering: (1) how psychiatric intake sessions work, including forms and assessments; (2) how to prepare for a first psychiatry session, including medical history, questions to expect, tests, and calling ahead; (3) what happens after the first session including treatment plans; and (4) a closing section promoting Hims' online psychiatry service.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) — verifiable public company status'} • {'source': 'Hims has received significant press coverage in major outlets (Forbes, WSJ, TechCrunch) as a telehealth company'} • {'source': 'The company is regulated as a telehealth provider and subject to healthcare compliance requirements'} • {'source': 'Editorial standards page published on the site'}

Trust Analysis

Transparency: Moderate transparency. The author and reviewer are identified with credentials. The commercial relationship between the content and Hims' services is not explicitly disclosed as a conflict of interest, though it is apparent from context. The editorial standards page exists but the commercial motivation behind the content is not prominently disclosed. • Trust Factors: Publicly traded company with regulatory oversight, Medical reviewer identified with verifiable credentials, Publication and update dates clearly shown, Medical disclaimer present, Editorial standards page linked, Structured data implemented correctly • Distrust Factors: No contact information on the article page, Clear commercial conflict of interest — article promotes Hims' own psychiatry service, Reviewer is an RN, not a psychiatrist, for psychiatric content, Minimal sourcing (one citation) for YMYL health content, Primary author has no listed medical credentials

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Nicholas Gibson (writer, no medical credentials listed)', 'reviewer': 'Mary Lucas, RN — 10+ years emergency/trauma nursing, Masters in Health Informatics and Data Analytics, Boston University', 'organization': 'Hims & Hers Health, Inc.'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is standard health content marketing, which is common for telehealth companies, No indicators of scaled content abuse, copied content, or AI generation

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The commercial intent (promoting Hims' online psychiatry service) is present but not hidden. The content is informational and the promotional section is clearly separated at the end. The medical reviewer credentials are accurately stated.

Harm Analysis

Severity: none • Harm Details: The content is generally accurate and helpful. The commercial promotion of Hims' online psychiatry service at the end is transparent (not hidden). The medical disclaimer is present. No harmful, stigmatizing, or misleading claims about mental health were identified.

Ads Analysis

Ad Placement: The page contains ads as flagged in the metadata. Given this is a Hims-owned blog, ads likely include internal promotions for Hims products and services. The closing section of the article itself functions as a soft advertisement for Hims' online psychiatry service. • User Experience Impact: Ads do not appear to obstruct the main content. The internal promotion at the end of the article is clearly part of the content flow and does not interrupt reading. Overall user experience impact is low.

Recommendations

Critical Issues

• Medical reviewer credential mismatch: RN reviewing psychiatric content — should be reviewed by a psychiatrist or psychiatric specialist for YMYL compliance

• Insufficient sourcing: only one citation for a multi-section YMYL health article — significantly below standards for medical content

Improvements

• Replace or supplement the RN reviewer with a licensed psychiatrist or psychiatric nurse practitioner to better match the content's YMYL requirements

• Add substantially more citations from peer-reviewed sources (e.g., APA guidelines, psychiatric intake research) — currently only one source is cited

• Clearly disclose the commercial relationship between the informational content and Hims' online psychiatry service to improve transparency

• Add contact information or a clear path to customer support on the article page

• Distinguish more clearly between psychiatrists, psychologists, therapists, and counselors throughout the article to avoid conflation

• Add information about what to expect specifically from online/telehealth psychiatry sessions, given the article's promotional context

• Update the content — last updated 09/27/2021, which is now several years old

Strengths

• Content is accurate, well-organized, and genuinely helpful for the target audience

• Clear structure with logical flow from intake session overview to preparation to post-session outcomes

• Reassuring, accessible tone appropriate for users who may be anxious about seeking psychiatric help

• Hims is a legitimate, publicly traded company with regulatory oversight, providing baseline institutional credibility

• Medical disclaimer and editorial standards are present and linked

117 https://hims.com/blog/sex-toys-for-ed

55

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:56

Scores at a Glance

52	PQ Score	63	E-E-A-T Overall	45	Experience	65	Expertise
70	Authoritativeness	72	Trust	55	Content Effort	50	Originality
60	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about sex toys that may help with erectile dysfunction, covering types, pros/cons, and alternatives. It partially meets this purpose but is limited by brevity and commercial bias. • Rating Justification: The page covers a legitimate health topic (erectile dysfunction) with some medical oversight (MD reviewer), balanced information, and references to evidence. However, it is very short (588 words) for a YMYL health topic, has a clear commercial bias toward Hims products, and the OpinionNewsArticle schema classification is inappropriate for medical content. The content provides some value but falls short of the high standards required for YMYL health pages. It is not harmful or deceptive, but the commercial conflict of interest and thin content prevent a higher rating.

E-E-A-T

Overall	63
Experience	45
Expertise	65
Authoritativeness	70
Trust	72

E-E-A-T Analysis

Key Strengths: Medical reviewer (Lynn Marie Morski, MD, JD) is identified with credentials, References to scientific studies and FDA-cleared devices, Clear publication and update dates, Structured data with MedicalWebPage schema, Balanced pros/cons sections for each product type, Recommends consulting healthcare providers and proven treatments • Key Weaknesses: Direct commercial conflict of interest — article promotes Hims-branded products, Author lacks visible medical credentials, Classified as OpinionNewsArticle in schema, undermining medical authority, No contact information visible on the page, Limited independent citations; some claims are anecdotal, Very short word count (588 words) for a YMYL health topic • Trust Evidence: The page has structured data with medical reviewer information, a clear author attribution, and a last-reviewed date (2025-08-13). However, there is no contact info visible, the article promotes Hims products directly within the content, and the OpinionNewsArticle schema classification is unusual for health content. The commercial nature of the site (selling ED treatments and sex toys) creates a potential conflict of interest that reduces trust. • Expertise Evidence: The article is medically reviewed by Lynn Marie Morski, MD, JD, which adds credibility. The content references scientific studies (e.g., a 2017 review on penis sleeves, a review on vibrators for sexual dysfunction), mentions FDA-cleared devices, and discusses physiological mechanisms of ED. However, the author Rachel Sacks does not appear to have listed medical credentials, and the article is categorized as 'OpinionNewsArticle' in structured data, which somewhat undermines the medical authority. • Experience Evidence: The article is written by Rachel Sacks and reviewed by Lynn Marie Morski, MD, JD, indicating some level of professional oversight. However, there is no direct first-hand patient or user experience described. The content reads as informational/editorial rather than experiential. No personal accounts or case studies are included. • Authoritativeness Evidence: Hims is a well-known telehealth company with significant brand recognition in men's health. The blog 'Good Health by Hims' has an established presence. The article links to their own products (Standing O Penis Ring, OMG Ring, Thrill Ride), which creates a commercial conflict of interest. The structured data uses MedicalWebPage schema with a medical reviewer, which signals some authority. The site has an About page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Erectile dysfunction is a medical condition. The page discusses medical devices, physiological mechanisms, pharmaceutical treatments (Viagra, Cialis, etc.), and potential physical risks (penile ring entrapment, gangrene, edema). This directly impacts users' physical health and medical decision-making. • Potential Harm: Users may rely on this content to make decisions about managing a medical condition, potentially delaying proper medical treatment. Incorrect use of devices (e.g., cock rings causing penile ring entrapment) could cause physical harm. The commercial bias may lead users toward purchasing Hims products rather than seeking appropriate medical care. • Standards Required: High E-E-A-T standards are required. Content should be written or reviewed by qualified medical professionals, cite peer-reviewed sources, clearly disclose commercial relationships, and recommend professional medical consultation.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear organizational structure with headers and table of contents, Balanced pros/cons for each product type, Acknowledges limitations of toys and recommends proven medical treatments, Mentions safety concerns (penile ring entrapment, cleaning requirements), Medical reviewer identified • Weaknesses: Extremely short (588 words) for a comprehensive YMYL health topic, Directly promotes Hims-branded products within editorial content without clear disclosure, Scientific citations are vague and not directly linked, Does not adequately discuss when to see a doctor, The 'Alternatives' section is very brief and primarily promotes Hims medications, No discussion of psychological treatments, lifestyle changes, or other non-pharmaceutical options beyond a brief mention • Mc Description: The main content covers four types of sex toys for ED (penis sleeves, cock rings, male vibrators, and pumps/extenders), with pros/cons for each, a brief overview of ED basics, reasons to consider toys, and alternatives (oral medications). The content is well-organized but very brief for the topic.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': 'The brand has been covered by major publications including Forbes, WSJ, and health media outlets'} • {'source': 'Medical reviewer Lynn Marie Morski, MD, JD is a named, credentialed professional whose credentials can be independently verified'} • {'source': 'The site uses HTTPS and has structured data with publisher information'}

Trust Analysis

Transparency: Partial transparency. The author and medical reviewer are identified, and the company is publicly known. However, the commercial relationship between the editorial content and the Hims products being promoted is not explicitly disclosed within the article, which is a significant transparency gap for a health topic. • Trust Factors: Publicly traded company with regulatory accountability, Named medical reviewer with MD, JD credentials, Clear publication and update dates, Structured data with MedicalWebPage schema, Content recommends consulting healthcare providers, About page exists, Author name provided with link to author page • Distrust Factors: No contact information visible on the page, Direct commercial conflict of interest — promotes Hims products within editorial content, No clear disclosure of commercial relationship between editorial content and product links, OpinionNewsArticle schema classification is inappropriate for health content, Very thin content for a YMYL topic, Scientific citations are vague and not directly linked

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Rachel Sacks', 'company_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'organization': 'Hims & Hers Health, Inc.', 'medical_reviewer': 'Lynn Marie Morski, MD, JD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is relatively thin (588 words) for the topic scope claimed, Multiple internal product links suggest commercial intent beyond pure information

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive. The commercial nature of the site is generally known (Hims is a well-known telehealth/wellness brand). However, the blending of editorial health content with product promotions without explicit disclosure is a minor transparency issue. The OpinionNewsArticle schema alongside MedicalWebPage schema creates a confusing dual classification but is not intentionally deceptive.

Harm Analysis

Severity: low • Harm Details: The content is not overtly harmful. It mentions safety risks (penile ring entrapment, gangrene) and recommends proven medical treatments. However, the commercial bias toward Hims products could subtly mislead users into purchasing products rather than seeking appropriate medical care. This is a minor concern rather than clear harm.

Ads Analysis

Ad Placement: The page contains ads (flagged in metadata) and internal product promotions for Hims-branded sex toys and ED medications. These are integrated within the content rather than as traditional display ads. There is a floating footer promo banner referenced in the CSS. • User Experience Impact: The internal product promotions are woven into the editorial content, which may affect user experience by blurring the line between editorial advice and commercial promotion. However, they do not appear to obstruct the main content or prevent users from reading the article.

Recommendations

Critical Issues

• Commercial conflict of interest: editorial content promotes Hims products without clear disclosure, which is a significant trust issue for YMYL health content

• Insufficient content depth (588 words) for a YMYL medical topic requiring high E-E-A-T standards — this is the most critical quality issue

Improvements

• Significantly expand content depth — 588 words is insufficient for a YMYL health topic; aim for 2,000+ words with comprehensive coverage of mechanisms, evidence, safety, and when to see a doctor

• Add explicit disclosure of commercial relationships when linking to Hims-branded products within editorial content

• Replace or supplement the OpinionNewsArticle schema with appropriate MedicalWebPage or Article schema only — the dual classification is contradictory

• Provide direct links to peer-reviewed studies cited (the 2017 review, vibrator study, etc.) rather than vague references

• Add a dedicated 'When to See a Doctor' section with clear guidance on seeking professional medical care for ED

• Include contact information for the editorial team or medical team

• Expand the alternatives section to include lifestyle modifications, psychological treatments, and a broader range of medical options beyond Hims medications

• Add the author's credentials or background to establish expertise beyond the medical reviewer

Strengths

• Named medical reviewer with MD, JD credentials provides meaningful oversight

• Balanced pros/cons format for each product type demonstrates editorial fairness

• Content appropriately recommends proven medical treatments and acknowledges limitations of sex toys for ED

• Clear organizational structure with table of contents, headers, and structured data

• Published by a publicly accountable, well-known telehealth company with established brand reputation

118 https://hims.com/blog/sexual-health

55

Confidence: 0.65

Needs Work

Analysed: 18 Jun 2026 05:34

Scores at a Glance

52	PQ Score	62	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	60	Trust	45	Content Effort	50	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a content hub/index for sexual health articles, helping users discover relevant blog posts about sexual health topics. It successfully organizes content into Latest, Condition Guides, and Lifestyle Guides sections. • Rating Justification: This is a blog category/index page for sexual health content on a telehealth platform. The page itself has very little original content (88 words) and primarily serves as a navigation hub to individual articles. The linked articles appear to have medical authors and cover legitimate health topics. However, the category page itself provides minimal value beyond navigation, and the commercial context (selling ED medications) creates a conflict of interest that must be considered.

E-E-A-T

Overall	62
Experience	55
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical authors with credentials, Established telehealth brand, Structured content with condition guides and lifestyle guides, Multiple article categories covering different aspects of sexual health • Key Weaknesses: No author info on the category page itself, No contact information visible, Commercial conflict of interest not disclosed, Very thin content on the category page (88 words), No date information visible on category page • Trust Evidence: No contact info visible on this page. No author info on the category page itself. Has About page. The page is a commercial telehealth platform with products to sell, creating potential conflict of interest. No explicit disclosure of commercial intent on this page. • Expertise Evidence: Several authors have medical credentials (Kelly Brown MD MBA, Felix Gussone MD, Lynn Marie Morski MD JD, Darragh O'Carroll MD, Peter J. Stahl MD). Articles cover medical topics like erectile dysfunction, premature ejaculation, and sexual health conditions with apparent clinical knowledge. • Experience Evidence: Articles are written by named authors (Geoffrey Whittaker, Erica Garza, Daniel Yetman, Kelly Brown MD MBA, Felix Gussone MD) suggesting real writers with experience in health topics. However, this is a category/index page with minimal original content itself. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand presence. The blog covers sexual health topics with condition guides and lifestyle guides. The site has an About page and editorial standards mentioned in the footer.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page covers sexual health topics including erectile dysfunction, premature ejaculation, sperm morphology, vasectomy, and various medical conditions. These are health topics that could directly impact users' medical decisions and wellbeing. • Potential Harm: Users may make health decisions based on content found through this page. Inaccurate medical information about sexual health conditions could lead to delayed treatment, inappropriate self-treatment, or psychological harm. • Standards Required: High E-E-A-T standards required. Medical content should be written or reviewed by qualified healthcare professionals, be accurate, up-to-date, and include appropriate disclaimers about seeking professional medical advice.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organizational structure with distinct sections, Named authors for articles, Mix of condition guides and lifestyle content, Covers diverse sexual health topics • Weaknesses: Extremely thin content on the page itself (88 words), No introductory text explaining the section or its purpose, No editorial overview or context for the content, Meta description is just 'Let's talk about it.' - minimal information, No visible publication dates on category page • Mc Description: The main content is a blog category index page with 88 words of actual text, primarily consisting of article titles, author names, and brief descriptions organized into sections (Latest, Condition Guides, Lifestyle Guides, News). The page serves as a navigation hub rather than providing substantive content itself.

Trust & Reputation

Trust Level	medium

Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) • Established brand with significant market presence • Has editorial standards page mentioned in footer

Trust Analysis

Transparency: Moderate transparency - the site is clearly a commercial telehealth platform, articles have named authors, but the category page itself lacks transparency about editorial standards and commercial relationships. • Trust Factors: Established telehealth company with public accountability, Medical authors with credentials for health articles, Has About page and editorial standards, Articles written by named professionals, Company has regulatory oversight as telehealth provider • Distrust Factors: No contact information on this page, Commercial conflict of interest - selling products related to content topics, Category page has no author attribution, No visible disclosure of commercial relationships, Very thin category page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'public_company': True, 'has_medical_team': True, 'editorial_standards': 'Has editorial standards page'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: medium • Spam Indicators: High volume of content production could indicate scaled content, Commercial telehealth platform with content marketing strategy

Deception Analysis

Severity: none • Deception Details: No significant deception detected. The page is clearly a blog category page for a telehealth company. The commercial nature is apparent from the navigation and product links. Content appears to be genuine health information rather than deceptive marketing.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified on this category page. The page links to health articles that appear to be written by medical professionals. No misleading claims visible on the category page itself.

Ads Analysis

Ad Placement: The page has ads indicated in the page structure. As a commercial telehealth platform, product promotions are integrated throughout the navigation and footer. The ads appear to be for the company's own products rather than third-party advertising. • User Experience Impact: The commercial nature of the site means product promotions are present but appear integrated into the site design rather than being disruptive interstitials or pop-ups.

Recommendations

Critical Issues

- Extremely thin content on category page (88 words) for a YMYL health topic
- No contact information visible on the page
- Commercial conflict of interest not disclosed on the page
- No author attribution on the category page itself

Improvements

- Add substantive introductory content explaining the sexual health section and its editorial approach
- Include clear disclosure of the commercial relationship between content and products
- Add contact information and editorial team information to the page
- Include visible publication/update dates for articles
- Add a clear editorial standards statement or link prominently on the category page
- Consider adding a medical review board disclosure
- Improve meta description beyond 'Let's talk about it.'

Strengths

- Named medical authors with credentials for individual articles
- Well-organized content structure with clear categories
- Established telehealth brand with public accountability
- Diverse coverage of sexual health topics including condition guides and lifestyle content
- Has About page and editorial standards documentation

119 https://hims.com/blog/testosterone 52

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:40

Scores at a Glance

52	PQ Score	59	E-E-A-T Overall	55	Experience	65	Expertise
60	Authoritativeness	55	Trust	45	Content Effort	50	Originality
60	Skill	60	Accuracy	60	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a content hub/index for testosterone-related health articles, helping users navigate to specific topics like TRT, enclomiphene, and testosterone testing. • Rating Justification: This is a category/index page for testosterone content on a commercial telehealth site. The page itself has very little original content (88 words) and serves primarily as a navigation hub to individual articles. The underlying articles appear to have medical authors and cover legitimate health topics. The commercial nature and lack of page-level content reduce quality, but the linked content appears substantive.

E-E-A-T

Overall	59
Experience	55
Expertise	65
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Named medical authors with MD credentials, Established telehealth brand with editorial standards, Articles cover specific medical topics with apparent depth • Key Weaknesses: Index page has only 88 words of actual content, No author info on the category page itself, Commercial conflict of interest - selling testosterone products while providing health information, No contact information visible on this page • Trust Evidence: The site has an About page and editorial standards mentioned in the footer. Authors are identified with credentials. However, there is no contact info visible on this page, no author bio on the index page itself, and the commercial nature of the site (selling testosterone treatments) creates potential bias. • Expertise Evidence: Several articles are written by or attributed to MDs (Felix Gussone MD, Darragh O'Carroll MD), which indicates medical expertise. The content covers clinical topics like enclomiphene, TRT, and testosterone testing. However, the index page itself has only 88 words of actual content. • Experience Evidence: The page is a category/index page for testosterone-related blog content on hims.com. Articles are attributed to named authors (Erica Garza, Lauren Panoff, Daniel Yetman, Felix Gussone MD, Darragh O'Carroll MD), suggesting some first-hand or professional experience. However, the page itself is a listing page with minimal original content. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand recognition. The site has an About page and editorial standards. The blog covers medically relevant topics with physician authors. However, this is a commercial health platform with inherent conflicts of interest.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page covers testosterone health topics including testosterone replacement therapy (TRT), enclomiphene (a drug), testosterone testing, and related medical conditions. These are clearly YMYL health topics that could directly impact a person's health decisions. • Potential Harm: Users may make health decisions about hormone therapy, prescription medications, or medical testing based on this content. Inaccurate or biased information could lead to inappropriate self-treatment or delayed medical care. • Standards Required: High standards of medical expertise, accuracy, and transparency are required. Content should be reviewed by qualified medical professionals and should not be primarily driven by commercial interests.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organization into relevant subcategories, Named authors with credentials visible, Covers a range of testosterone-related topics • Weaknesses: Extremely thin content at 88 words - flagged as very_short_content, No introductory content explaining the topic or guiding users, No original analysis or synthesis of the topic, Primarily serves as a commercial funnel to testosterone products • Mc Description: The main content consists of a category page listing testosterone-related articles organized into sections: featured articles, Latest, Condition Guides, and Lifestyle Guides. The page has only 88 words of actual text content, with the rest being article titles, author names, and brief descriptions.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (HIMS on NYSE) • Has established brand presence and editorial standards

Trust Analysis

Transparency: Moderate transparency - authors are named, About page exists, but the commercial relationship between content and product sales is not prominently disclosed on this page. • Trust Factors: Established telehealth company with public accountability, Medical authors with MD credentials on articles, About page and editorial standards referenced, Articles include author attribution • Distrust Factors: No contact information on this page, No author info on the category page itself, Strong commercial conflict of interest - selling testosterone products, Disclaimer at bottom notes model portrayals, Commercial telehealth platform with financial incentive to promote treatments

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'medical_staff': 'Has medical experts and MD authors', 'public_company': True}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short page content (88 words) could indicate thin content, Commercial health site with product promotion

Deception Analysis

Severity: none • Deception Details: No significant deceptive practices identified. The page is clearly a commercial health content hub. The commercial nature is implicit but not hidden.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified on this index page. The commercial nature creates potential for biased health information, but no specific harmful claims are made on the category page itself.

Ads Analysis

Ad Placement: The page has ads present (flagged in metadata). As a commercial telehealth site, promotional content for testosterone products is integrated throughout the navigation and page structure. • User Experience Impact: The commercial nature of the site means content and product promotion are intertwined, but this appears to be standard for telehealth content marketing rather than obstructive advertising.

Recommendations

Critical Issues

• Extremely thin page content (88 words) for a YMYL health topic category page

• No contact information visible on this page

• Significant commercial conflict of interest not transparently disclosed - the same company selling testosterone treatments is providing health information about testosterone

Improvements

• Add substantial introductory content explaining testosterone health, what the section covers, and how to navigate the resources

• Include clear disclosure of the commercial relationship between content and product offerings

• Add author/editorial team information directly on the category page

• Include contact information for medical questions or concerns

• Add a clear disclaimer about the relationship between editorial content and commercial products

• Consider adding a medical review board or editorial policy statement prominently on the page

Strengths

• Named medical authors (MDs) on individual articles

• Established telehealth brand with public accountability

• Clear content organization into relevant subcategories

• About page and editorial standards exist on the site

• Coverage of specific, clinically relevant testosterone topics

120 https://hims.com/blog/the-low-down-on-testosterone-and-its-role-in-erectile-dysfunction N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:49

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

121 https://hims.com/blog/viagra-alcohol-what-you-need-know 54

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:59

Scores at a Glance

52	PQ Score	58	E-E-A-T Overall	45	Experience	65	Expertise
60	Authoritativeness	62	Trust	55	Content Effort	50	Originality
60	Skill	65	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform men about the safety considerations of combining Viagra (sildenafil) with alcohol, covering basic safety guidelines, potential side effects, and practical advice. It partially fulfills this purpose with structured sections and referenced research. • Rating Justification: The page covers a legitimate YMYL health topic with some medical oversight (named MD reviewer), references to clinical research, and structured content. However, it falls short of high quality due to: thin content (820 words for a complex drug-alcohol interaction topic), no visible author credentials, commercial conflict of interest from the publisher selling the medication discussed, and lack of a visible citations section. The content is helpful and generally accurate but does not meet the higher standards required for YMYL medical content.

E-E-A-T

Overall	58
Experience	45
Expertise	65
Authoritativeness	60
Trust	62

E-E-A-T Analysis

Key Strengths: Medical reviewer identified in structured data (Kelly Brown, MD), References peer-reviewed research (2004 Clinical Pharmacology & Therapeutics study, NIH data), Content last reviewed and updated in 2024, Published by a licensed telehealth platform with regulatory oversight, MedicalWebPage schema markup implemented • Key Weaknesses: Author bio not visible on page despite being identified in structured data, Significant commercial conflict of interest - Hims sells sildenafil/ED medications, No visible contact information on the page, 820 words is relatively thin for a YMYL medical topic, No visible references/citations section despite citing studies, OpinionNewsArticle schema type is unusual and potentially misleading for medical content • Trust Evidence: The page has structured data with MedicalWebPage schema, a named medical reviewer (Kelly Brown, MD), and a last-reviewed date (2024-03-26). The site has an About page. However, there is no visible contact information on the page, no visible author bio, and the content is published by a company that sells the product being discussed (Viagra/sildenafil), creating a commercial conflict of interest. • Expertise Evidence: The article is reviewed by Kelly Brown, MD (per structured data), and written by Nicholas Gibson. Medical reviewer credentials add some expertise signal. Content references NIH research and a peer-reviewed clinical pharmacology study. However, the author bio is not displayed on the page (Has Author Info: False), limiting visible expertise demonstration. • Experience Evidence: The content is written from an informational perspective rather than first-hand patient experience. No personal experience with Viagra or ED is shared. The article references a 2004 clinical study, suggesting research-based rather than experiential knowledge. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (HIMS on NYSE) with a recognized brand in men's health. The blog is associated with a licensed healthcare provider platform. Structured data uses MedicalWebPage schema with a named medical reviewer. However, the page lacks visible citations list and the author credentials are not prominently displayed.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses the safety of combining a prescription medication (sildenafil/Viagra) with alcohol. Incorrect or misleading information could lead users to make unsafe decisions about drug-alcohol interactions, potentially causing cardiovascular harm, dangerous blood pressure drops, or other medical complications. • Potential Harm: Users who receive inaccurate information about Viagra-alcohol interactions could experience dangerous hypotension, increased cardiovascular risk, or other serious side effects. The page could also inadvertently encourage unsafe alcohol consumption with prescription medication. • Standards Required: High E-E-A-T standards required: content should be written or reviewed by licensed medical professionals, cite current clinical evidence, include clear safety warnings, disclose commercial relationships, and provide guidance to consult healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical section organization with descriptive H2 headings, Practical, actionable advice presented in easy-to-follow bullet points, References a specific peer-reviewed clinical study to support claims, Covers multiple relevant sub-topics (timing, quantity, side effects, interactions), Medical reviewer identified (Kelly Brown, MD) in structured data • Weaknesses: At 820 words, content is too thin for a comprehensive YMYL medical topic, No visible citations or references section despite citing studies, Author bio not displayed on page, Commercial conflict of interest not disclosed within the content, Content appears to be cut off in the excerpt, suggesting incomplete coverage of important caveats, No recommendation to consult a healthcare provider visible in the excerpt • Mc Description: The main content consists of an article about combining Viagra (sildenafil) with alcohol, organized into multiple sections covering safety basics, what happens when combining the two, timing considerations, quantity guidelines, side effects, heart attack risk, grapefruit juice interactions, alcohol's effect on ED, and effectiveness. The content includes practical bullet-point lists and references a clinical study.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) subject to SEC reporting requirements and regulatory oversight'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'The company has received significant media coverage in major publications including Forbes, WSJ, and health media outlets'} • {'source': 'Medical content reviewed by named licensed physician (Kelly Brown, MD) per structured data'}

Trust Analysis

Transparency: Partial transparency - the medical reviewer is identified in structured data but not prominently displayed on the page. The author is identified in structured data but has no visible bio. The commercial relationship between the publisher and the medication discussed is not disclosed within the content. The site has an About page but lacks contact information on this page. • Trust Factors: Publicly traded company with regulatory accountability, Licensed telehealth platform with medical oversight, Named medical reviewer (Kelly Brown, MD) in structured data, Content last reviewed in March 2024 showing maintenance, MedicalWebPage schema markup with review date, References peer-reviewed clinical research, About page present • Distrust Factors: No visible contact information on the page, Author bio not displayed despite being identified in structured data, Significant commercial conflict of interest - publisher sells the medication being discussed, OpinionNewsArticle schema type applied to medical content is inappropriate, No visible disclaimer about commercial relationship or potential bias, No visible citations/references section

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Nicholas Gibson', 'organization': 'Hims & Hers Health, Inc.', 'platform_type': 'Licensed telehealth company', 'stock_listing': 'NYSE: HIMS', 'medical_reviewer': 'Kelly Brown, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is relatively thin (820 words) for the topic complexity, which could indicate low-effort content production

Deception Analysis

Severity: none • Deception Details: The page does not appear to be intentionally deceptive. The content is clearly labeled as a health blog post from Hims. The use of OpinionNewsArticle schema for medical content is technically inappropriate but does not appear to be a deliberate attempt to deceive users. The commercial context (Hims sells sildenafil) is not disclosed within the content, which could be considered a minor transparency issue but not active deception. The main content is accessible and not obstructed by ads or interstitials based on available information.

Harm Analysis

Severity: none • Harm Details: The content does not appear to be intentionally harmful or misleading. It provides generally accurate safety information about combining Viagra with alcohol. The commercial conflict of interest (publisher sells sildenafil) could potentially bias the framing, but the content does not appear to actively mislead users into unsafe behavior. The use of OpinionNewsArticle schema for medical content is technically inappropriate but not harmful.

Ads Analysis

Ad Placement: The page has ads present (Has Ads: True per metadata). Based on the page structure, ads appear to be integrated within the Hims platform promoting their own ED medication services, which is contextually relevant to the content. There is a promotional banner/CTA visible ('Be ready for sex whenever you're in the mood - Start here') which is a first-party promotional element. • User Experience Impact: The ads/promotional content appear to be contextually relevant (ED medication on an ED information page) and do not appear to obstruct the main content based on the page structure. However, the commercial nature of the content publisher means the entire page could be considered promotional, which may affect user trust.

Recommendations

Critical Issues

• Significant commercial conflict of interest not disclosed: Hims sells sildenafil while publishing safety information about sildenafil - this undermines trust for YMYL content

• Author bio and medical reviewer credentials not visible on the page despite being identified in structured data - this is a critical E-E-A-T gap for YMYL medical content

Improvements

• Display the author bio (Nicholas Gibson) prominently on the page with credentials and expertise

• Display the medical reviewer's (Kelly Brown, MD) credentials, specialty, and bio prominently on the page

• Add a visible citations/references section listing all studies and sources cited in the content

• Disclose the commercial relationship between Hims and the medication discussed (sildenafil) within the content

• Expand content depth - 820 words is insufficient for a comprehensive YMYL medical topic; aim for 1,500-2,500 words with more clinical detail

• Change the OpinionNewsArticle schema type to a more appropriate type for medical content

• Add a clear recommendation to consult a healthcare provider before combining medications with alcohol

• Add visible contact information on the page or in the footer

• Include more recent clinical studies (post-2004) on sildenafil-alcohol interactions

• Add a clear disclosure/disclaimer about the commercial nature of the content

Strengths

• Medical reviewer (Kelly Brown, MD) identified in structured data with last-reviewed date showing content maintenance

• References peer-reviewed clinical research (2004 Clinical Pharmacology & Therapeutics study) and NIH statistics

• Well-organized content structure with clear H2 headings and practical bullet-point lists

• Published by a regulated, publicly traded telehealth company with medical oversight

• MedicalWebPage schema markup properly implemented with review date

• Content is generally accurate and provides actionable safety guidance

122 https://hims.com/blog/viagra-dosage-guide-how-to-find-the-right-dosage-for-you 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:52

Scores at a Glance

62	PQ Score	66	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	58	Content Effort	60	Originality
65	Skill	78	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about Viagra dosages (25mg, 50mg, 100mg), factors affecting dosage selection, and when to consult a healthcare provider, while also driving conversions to Hims ED services. • Rating Justification: The page provides accurate, medically reviewed information about Viagra dosages from a legitimate telehealth company. It has a named MD reviewer, structured data, and an informative video. However, the main content is quite thin (588 words), lacks citations, has no visible author bio, and has clear commercial intent. It meets basic YMYL standards but falls short of high-quality medical content.

E-E-A-T

Overall	66
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Medical reviewer (MD) clearly identified in structured data and content, Content is regularly updated (last updated June 2025), Embedded video with board-certified urologist adds credibility, Accurate dosage information consistent with FDA prescribing guidelines, Structured data (MedicalWebPage schema) properly implemented • Key Weaknesses: No author bio visible on the page for Daniel Yetman, No external citations or references to clinical studies or FDA labeling, Strong commercial intent may bias content toward promoting Hims services, No contact information present on the page, Word count of 588 is relatively thin for a comprehensive medical dosage guide • Trust Evidence: The page has medical review attribution (Felix Gussone, MD), structured data with MedicalWebPage schema, a clear publication and update date (updated 06/27/2025), and is hosted on a legitimate telehealth company website. However, there is no contact info on the page, no visible author bio, and the content serves a commercial purpose (driving users to Hims ED services). • Expertise Evidence: The article is medically reviewed by Felix Gussone, MD, and authored by Daniel Yetman (a health writer). Structured data confirms the reviewer's credentials. The content accurately describes Viagra dosages (25mg, 50mg, 100mg), timing, food interactions, and factors affecting dosage decisions. The embedded video features a board-certified urologist providing detailed clinical guidance. • Experience Evidence: The content is written by Daniel Yetman and reviewed by Felix Gussone, MD, indicating some first-hand medical review. The article includes a video featuring board-certified urologist Dr. Peter Stahl discussing dosages from clinical experience. However, there is no direct patient experience narrative or personal use testimony. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (HIMS on NYSE) with significant brand recognition in men's health. The blog is associated with a licensed medical platform. The article cites FDA-approved medication information and includes structured schema markup identifying it as a MedicalWebPage. However, the page lacks external citations or references to clinical studies.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical information about prescription medication dosages (Viagra/sildenafil) for erectile dysfunction. Incorrect dosage information could lead to adverse health outcomes including dangerous drug interactions, cardiovascular events, or ineffective treatment. • Potential Harm: Users acting on incorrect dosage information could take too much Viagra, leading to severe hypotension, vision/hearing loss, or dangerous interactions with nitrates or alpha-blockers. Conversely, too low a dose may lead users to self-adjust without medical guidance. • Standards Required: High E-E-A-T standards required: content should be written or reviewed by licensed medical professionals, cite authoritative sources (FDA, clinical guidelines), include clear disclaimers, and recommend professional consultation.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear organization with logical heading structure, Accurate representation of the three standard Viagra dosages, Appropriately recommends consulting healthcare providers, Video content with board-certified urologist adds significant value, Structured data lists are well-organized and informative • Weaknesses: Main written content is only 588 words, insufficient for a comprehensive dosage guide, No discussion of critical contraindications (e.g., nitrates interaction), No citations to FDA labeling or clinical evidence, Heavy commercial framing with CTAs to Hims services throughout, No visible author bio despite named authorship • Mc Description: The main content covers what Viagra is, the three available dosages (25mg, 50mg, 100mg), factors that influence dosage selection (age, kidney/liver function, other medications), and general guidance on working with a healthcare provider. An embedded video with a urologist provides additional depth.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a licensed telehealth platform operating in multiple US states with state medical board oversight'} • {'source': 'The company has received coverage in major publications including Forbes, WSJ, and TechCrunch'} • {'source': 'Medical reviewer Felix Gussone, MD is a verifiable medical professional'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and the medical reviewer is named. However, the commercial relationship between the content and Hims services is not explicitly disclosed as a potential conflict of interest. The author lacks a visible bio on the page. • Trust Factors: Publicly traded company with regulatory oversight, Named MD reviewer with verifiable credentials, Content regularly updated (June 2025), MedicalWebPage structured data properly implemented, Clear disclosure that prescription requires medical consultation, About page exists for the organization • Distrust Factors: No contact information on the page, No visible author bio for Daniel Yetman, Strong commercial intent (driving users to purchase Hims services), OpinionNewsArticle schema type applied to medical content is unusual, No external citations or references to authoritative medical sources, Ads present on a YMYL health page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Daniel Yetman (health writer)', 'reviewer': 'Felix Gussone, MD', 'organization': 'Hims & Hers Health, Inc.', 'video_expert': 'Dr. Peter Stahl, board-certified urologist'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is transparent about being a Hims blog post with commercial intent. The medical information provided is accurate. The use of 'OpinionNewsArticle' schema alongside 'MedicalWebPage' schema is technically inconsistent but not deceptive to users. CTAs to Hims services are clearly presented as such.

Harm Analysis

Severity: none • Harm Details: The content does not appear harmful. It accurately describes standard Viagra dosages and consistently recommends consulting healthcare providers. The omission of nitrate contraindications is a gap but not an active misrepresentation. The commercial intent is transparent.

Ads Analysis

Ad Placement: Ads are present on the page. Given this is a Hims-owned blog, the 'ads' likely refer to internal promotional content for Hims ED services (CTAs like 'Enjoy sex like you used to - Learn more') rather than third-party display advertising. • User Experience Impact: The promotional CTAs are integrated into the content flow but do not appear to obstruct the main content. They are relevant to the topic (ED treatment) and clearly commercial in nature.

Recommendations

Critical Issues

• Missing critical safety information about Viagra contraindications with nitrates - a potentially life-threatening omission for a YMYL health page

• No external citations to FDA labeling or clinical evidence undermines credibility for YMYL medical content

Improvements

• Expand written content significantly (target 1500-2500 words) to comprehensively cover dosage factors, contraindications, side effects, and drug interactions

• Add citations to FDA prescribing information, clinical studies, and authoritative medical sources

• Include a visible author bio for Daniel Yetman with credentials and a detailed reviewer bio for Felix Gussone, MD

• Add critical safety information about contraindications, especially the dangerous interaction between Viagra and nitrates

• Add contact information or link to medical support resources on the page

• Correct the schema markup inconsistency (OpinionNewsArticle should not be used for medical content)

• Disclose the commercial relationship between the content and Hims services more explicitly

Strengths

• Medical review by named MD (Felix Gussone, MD) with structured data confirmation

• High-quality embedded video with board-certified urologist providing detailed clinical guidance

• Accurate representation of standard Viagra dosages consistent with FDA guidelines

• Content regularly updated (June 2025) demonstrating ongoing maintenance

• Published by a publicly traded, regulated telehealth company with established reputation

123 https://hims.com/blog/viagra-vs-sildenafil 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:42

Scores at a Glance

55	PQ Score	60	E-E-A-T Overall	55	Experience	65	Expertise
60	Authoritativeness	62	Trust	55	Content Effort	50	Originality
60	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to explain the difference between brand-name Viagra and generic sildenafil for users researching ED medications. It successfully conveys that they contain the same active ingredient, differ primarily in price, and provides dosage and historical context. • Rating Justification: The page provides accurate, basic information about the difference between Viagra and sildenafil. It has a medical reviewer, comes from a reputable telehealth company, and covers the topic adequately. However, it is relatively short for a YMYL health topic, lacks citations to medical literature, has a clear commercial bias (Hims sells sildenafil), and the content depth is insufficient for the medical nature of the topic. The use of OpinionNewsArticle schema for medical content is also a concern.

E-E-A-T

Overall	60
Experience	55
Expertise	65
Authoritativeness	60
Trust	62

E-E-A-T Analysis

Key Strengths: Medical review by Kelly Brown MD, MBA provides professional oversight, Published by Hims, a recognized telehealth company with domain expertise in men's health, Uses MedicalWebPage structured data schema, Content is factually accurate regarding FDA approvals, patent history, and drug mechanisms, Clear disclosure of publication and update dates • Key Weaknesses: No visible citations or references to clinical studies or medical literature, Commercial conflict of interest as Hims sells sildenafil products, Author bio details not prominently displayed in main content, No contact information visible on the page, Relatively thin content (816 words) for a YMYL medical topic, Structured data uses OpinionNewsArticle type which is inconsistent with medical content • Trust Evidence: The page has structured data (MedicalWebPage schema), a medical reviewer (Kelly Brown MD, MBA), an About page, and is from a legitimate telehealth company. However, there is no contact info visible, no author bio details in the extracted content, and the site has a commercial interest in selling ED medications, creating a potential conflict of interest. • Expertise Evidence: The article is medically reviewed by Kelly Brown MD, MBA, which provides some expertise signal. The content accurately describes sildenafil as a PDE5 inhibitor, explains the mechanism of action, dosage information, and FDA approval history. However, the article is relatively brief (816 words) and lacks depth for a YMYL medical topic. • Experience Evidence: The content is written by Erica Garza and reviewed by Kelly Brown MD, MBA, suggesting some first-hand or professional experience. However, no personal patient experience is described, and the author bio is not visible in the extracted content. The review by a medical doctor adds credibility. • Authoritativeness Evidence: Hims is a well-known telehealth company specializing in men's health, which provides some domain authority. The page uses structured data including MedicalWebPage schema. The content references FDA approvals and Pfizer's patent history accurately. However, no external citations or references to clinical studies are visible in the extracted content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses prescription medications (sildenafil/Viagra) used to treat erectile dysfunction, including dosage information, mechanism of action, side effects, and comparisons with international generic versions. Medical information about prescription drugs directly impacts health decisions. • Potential Harm: Users may make decisions about purchasing or using prescription medications based on this content. Inaccurate dosage information, incomplete side effect warnings, or encouragement to purchase unregulated international generics could lead to health harm. The commercial nature of the site may bias recommendations. • Standards Required: High standards of medical accuracy, clear disclosure of conflicts of interest, comprehensive side effect information, strong medical credentials for authors and reviewers, citations to peer-reviewed sources, and clear advice to consult healthcare providers before use.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, direct answer to the main question in the introduction, Good historical context about patent expiry and FDA approvals, Practical information about dosage options, Addresses international generic versions which is useful for cost-conscious consumers, Well-organized with clear headings and table of contents • Weaknesses: At 816 words, the content is too brief for a YMYL medical topic, No visible citations to clinical studies or medical literature, Incomplete side effect information in the main body (only listed in structured data), Missing important contraindication information (e.g., interaction with nitrates), Commercial bias toward recommending Hims products is evident, No discussion of when to consult a doctor or who should not take these medications • Mc Description: The main content explains that Viagra is the brand-name version of sildenafil, covers the history of both drugs, explains the mechanism of action as a PDE5 inhibitor, discusses dosage options, and addresses international generic versions. It is written for a general audience seeking to understand the difference between these two medications.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Moderate transparency - the medical reviewer is identified, publication dates are shown, and the commercial nature of the site is apparent. However, the lack of citations, missing contact info, and commercial bias reduce overall transparency. • Trust Factors: Published by Hims, a publicly traded telehealth company (HIMS on NYSE) with established reputation, Medical review by Kelly Brown MD, MBA provides professional oversight, Content is factually accurate based on verifiable information, Uses proper structured data including MedicalWebPage schema, Clear publication and update dates, Has About page • Distrust Factors: No contact information visible on the page, Author bio not prominently displayed in main content area, Clear commercial conflict of interest - Hims sells the products being discussed, No citations to external medical sources or clinical studies, OpinionNewsArticle schema type is inappropriate for medical content, Missing critical safety information (contraindications with nitrates), Ads present on a medical information page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Erica Garza', 'organization': 'Hims & Hers Health, Inc.', 'business_type': "Telehealth company specializing in men's and women's health", 'medical_reviewer': 'Kelly Brown MD, MBA'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in its primary purpose. It accurately explains the relationship between Viagra and sildenafil. The commercial intent (selling Hims sildenafil products) is implicit but not hidden. The content does not make false claims. The use of OpinionNewsArticle schema for medical content is technically misleading to search engines but not to users.

Harm Analysis

Severity: low • Harm Details: The content is generally accurate and not intentionally harmful. However, the omission of important contraindications (particularly the dangerous interaction between sildenafil and nitrates) and incomplete side effect information could potentially lead to harm if users rely solely on this article for medical decisions. The encouragement to purchase medications online without emphasizing the need for a prescription could also be a minor concern.

Ads Analysis

Ad Placement: The page contains ads, likely for Hims products including their sildenafil offerings. Based on the structured content, there appear to be CTAs and product promotions integrated into the page (e.g., 'Spontaneous sex for less than $2/day' CTA visible in content). These are native/integrated promotions rather than third-party display ads. • User Experience Impact: The integrated product promotions are contextually relevant to the content but represent a commercial bias. They do not appear to obstruct the main content based on the page structure, but they do reinforce the commercial nature of the site.

Recommendations

Critical Issues

• Missing critical safety information about contraindications, particularly the potentially life-threatening interaction between sildenafil and nitrate medications

• Commercial conflict of interest not explicitly disclosed - Hims sells the products being reviewed, which could bias recommendations

Improvements

• Add citations to peer-reviewed medical literature and clinical studies to support claims

• Include comprehensive contraindication information, especially the dangerous interaction with nitrates

- Expand content depth to at least 1500-2000 words to adequately cover this YMYL medical topic
- Add a prominent disclaimer advising users to consult a healthcare provider before taking any prescription medication
- Display author bio and credentials prominently within the article
- Add contact information to improve trust signals
- Change structured data from OpinionNewsArticle to a more appropriate medical content type
- Include information about who should not take sildenafil/Viagra (contraindications)

Strengths

- Accurate factual information about the relationship between Viagra and sildenafil
- Medical review by Kelly Brown MD, MBA provides professional oversight
- Published by Hims, a reputable and established telehealth company
- Good historical context about patent expiry and FDA approvals
- Clear, accessible writing style appropriate for general audience
- Proper use of MedicalWebPage structured data schema
- Regular content updates (last modified 2024)

124 https://hims.com/blog/weight

55

Confidence: 0.65

Should Rank

Analysed: 18 Jun 2026 05:39

Scores at a Glance

52	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	60	Trust	45	Content Effort	55	Originality
60	Skill	60	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a weight loss content hub/category page, aggregating articles about weight loss topics including medication, lifestyle guides, condition guides, and news. It successfully indexes content for users seeking weight loss information. • Rating Justification: This is a category/hub page for weight loss content on a legitimate telehealth platform. The page itself has very thin content (88 words) but serves as a navigation hub to substantive articles. The linked articles appear to have real medical authors. The page meets its basic purpose as a content index but lacks depth, author info, and structured data. It's not harmful but also not particularly high quality as a standalone page.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Named medical authors with credentials (MDs), Established telehealth brand with reputation, Has About page and editorial standards, Condition guides written by medical professionals • Key Weaknesses: Hub page itself has extremely thin content (88 words), No author info on the hub page itself, No contact information directly on this page, Meta description is vague ('A little body language'), No structured data markup • Trust Evidence: The page has an About page, editorial standards link, and contact information available. Authors are identified with credentials. However, the hub page has very short content (88 words) and no contact info directly visible on this page. • Expertise Evidence: Several articles are written by medical doctors (Craig Primack MD, Darragh O'Carroll MD) and registered dietitians/nutritionists (Lauren Panoff). This indicates some level of medical expertise in the content. However, the hub page itself shows minimal expertise signals. • Experience Evidence: Articles are attributed to named writers (Vanessa Gibbs, Lauren Panoff, Darragh O'Carroll MD, Craig Primack MD) suggesting real authors with relevant backgrounds. The blog hub page itself doesn't demonstrate direct personal experience with weight loss. • Authoritativeness Evidence: Hims is a well-known telehealth company with established brand recognition. The site has an About page, editorial standards mentioned in footer, and medical experts listed. The domain hims.com is an established healthcare brand.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Weight loss content directly relates to health and safety. The page links to articles about weight loss medications (Wegovy, Ozempic), medical conditions (diabetes, cardiovascular disease, sleep apnea), and medical treatments. This is clearly YMYL health content. • Potential Harm: Inaccurate weight loss information could lead users to make poor health decisions, misuse medications, or delay seeking proper medical care. Articles about stopping weight loss medication or medical weight loss programs carry significant health implications. • Standards Required: High standards of medical expertise, accuracy, and trustworthiness are required. Content should be written or reviewed by qualified medical professionals, cite credible sources, and include appropriate medical disclaimers.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear categorization of content types, Named authors with credentials visible, Covers diverse weight loss topics, Includes both medical and lifestyle content • Weaknesses: Extremely thin hub page content (88 words), No introductory text explaining the section, No editorial overview or context, Missing structured data, Vague meta description, No visible contact information on page • Mc Description: The main content is a category/hub page for weight loss articles. It contains a header 'Weight Loss' with tagline 'A little body language', followed by article listings organized into sections: Latest articles, Condition Guides, Lifestyle Guides, and News. The page lists article titles with brief descriptions and author attributions.

Trust & Reputation

Trust Level	medium

Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims is a publicly traded telehealth company (HIMS on NYSE) • Established brand with significant market presence • Has medical advisory board and licensed providers

Trust Analysis

Transparency: Moderate transparency - the site is clearly a commercial telehealth platform (Hims) that also produces health content. The commercial nature is apparent but may create potential bias in weight loss content recommendations. • Trust Factors: Established telehealth brand with public company status, Medical professionals listed as authors, Has About page and editorial standards, Articles written by MDs and credentialed health writers, Transparent about being a commercial health platform • Distrust Factors: No contact info directly on this page, No author info on hub page itself, Commercial interest in selling weight loss products may bias content, Very thin hub page content, No structured data or schema markup

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'medical_staff': 'Licensed medical providers and health writers', 'public_company': True}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Hub page has very thin content which could be a thin content concern, Large volume of articles may suggest scaled content production

Deception Analysis

Severity: none • Deception Details: No significant deceptive elements identified. The page is clearly a content hub for a telehealth company. The commercial nature of the site is apparent. Navigation includes links to weight loss treatments which is transparent about the commercial purpose.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified on this hub page. The page links to health articles about weight loss which are written by medical professionals. No misleading claims, dangerous advice, or harmful content is visible on the hub page itself.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata. Given this is a commercial telehealth platform, promotional content for their own weight loss products (GLP-1 injections, etc.) is integrated into the navigation and page structure rather than traditional display ads. • User Experience Impact: The commercial elements (links to treatments, CTAs) are integrated naturally into the navigation and don't appear to obstruct the main content. The hub page itself is relatively clean.

Recommendations

Critical Issues

• Extremely thin hub page content (88 words) for a YMYL health topic

• No structured data markup despite being a content hub

• Commercial bias risk not adequately disclosed on the page

Improvements

• Add introductory content explaining the weight loss section and editorial approach (200-400 words minimum)

• Implement structured data markup (BreadcrumbList, ItemList) for better search visibility

• Add author/editorial team information directly on the hub page

• Include contact information or link to contact page prominently

• Improve meta description to be more descriptive and informative

• Add medical disclaimer or editorial standards statement on the page

• Consider adding a featured article or editorial highlight to increase page value

Strengths

• Established, reputable telehealth brand with public company status

• Articles written by credentialed medical professionals (MDs, RDs)

• Good content categorization (Latest, Condition Guides, Lifestyle Guides, News)

• Covers comprehensive range of weight loss topics

• Has About page and editorial standards documentation

125 https://hims.com/blog/why-do-i-get-soft 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:49

Scores at a Glance

58	PQ Score	67	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	65	Content Effort	60	Originality
68	Skill	75	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to explain why men experience erectile dysfunction during sex and provide treatment options. It successfully identifies 5 causes and 4 treatment categories, fulfilling the informational purpose while also serving a commercial purpose of directing users to Hims products. • Rating Justification: The page covers a legitimate YMYL health topic (erectile dysfunction) with medical review, accurate information, and structured content. However, the very low word count (592 words per metadata, though the actual content appears longer based on structured data), lack of visible author credentials, strong commercial bias toward Hims products, and the dual schema types (MedicalWebPage + OpinionNewsArticle) reduce quality. The content is helpful and accurate but not comprehensive enough for a sensitive health topic. It meets basic quality standards but falls short of high quality for YMYL.

E-E-A-T

Overall	67
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Medical review by a named, credentialed physician (Martin Miner, MD), Published by a reputable, publicly traded telehealth company, Structured data correctly implements MedicalWebPage schema with review dates, Content is regularly updated (last modified January 2025), Accurate medical information with appropriate terminology • Key Weaknesses: No visible author bio on the page despite author being named in structured data, Strong commercial bias — the publisher sells the treatments being recommended, No contact information visible on the page, Word count of 592 is relatively low for a comprehensive YMYL health topic, The OpinionNewsArticle schema type is unusual and potentially misleading for medical content • Trust Evidence: The page uses MedicalWebPage structured data with a named medical reviewer (Martin Miner, MD) and a last-reviewed date (2024-12-06). The content was updated in January 2025. The publisher is a known, publicly traded healthcare company. However, there is no visible contact information on the page, no visible author bio, and the commercial intent (selling ED medications) is prominent, which introduces bias concerns. • Expertise Evidence: The page is medically reviewed by Martin Miner, MD, which provides a layer of clinical expertise. The content accurately describes ED causes including psychological factors, alcohol effects, medication side effects, and underlying medical conditions. Medical terminology is used correctly (PDE5 inhibitors, angiotensin, atherosclerosis, etc.). The structured data confirms a medical reviewer. However, the author Steph Coelho does not appear to have disclosed medical credentials. • Experience Evidence: The article is written by Steph Coelho and reviewed by Martin Miner, MD, indicating some first-hand or professional experience. However, the author bio is not displayed on the page (Has Author Info: False), limiting direct experience signals. The content references clinical statistics and medical conditions in a way consistent with research-based writing rather than personal patient experience. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with significant brand recognition in men's health. The blog is published under their 'Good Health by Hims' brand. The content links to related medical topics and uses structured data (MedicalWebPage schema). The site has an About page. However, the blog is also a commercial entity selling ED treatments, which creates a conflict of interest that slightly reduces authoritativeness.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses erectile dysfunction, a medical condition affecting men's health. It discusses causes, medications, medical conditions, and treatment options including prescription drugs (PDE5 inhibitors like Viagra, Cialis). Users may make health decisions based on this content, including whether to seek medical care or try specific treatments. • Potential Harm: Inaccurate medical information could lead users to self-diagnose, delay seeking appropriate medical care, or misuse medications. The commercial bias could lead users toward purchasing Hims products when other treatments or specialist referrals may be more appropriate. Medication interaction information, while present, is not exhaustive. • Standards Required: High standards of medical accuracy, clear disclosure of commercial relationships, prominent display of medical reviewer credentials, recommendation to consult healthcare providers, and comprehensive coverage of treatment options beyond those sold by the publisher.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear, logical structure with numbered causes and treatments, Empathetic, non-stigmatizing tone that normalizes ED, Comprehensive coverage of both psychological and physical causes, Specific medication names provided for both causes and treatments, Actionable lifestyle recommendations with specific exercise guidance, Includes a video component for multimedia engagement • Weaknesses: Strong commercial bias toward Hims products and services throughout, Limited discussion of when to seek emergency medical care, No discussion of ED prevalence by age group which would be helpful context, The 'recent ejaculation' cause (refractory period) is mentioned in the title but appears truncated in the excerpt, Lacks citations or references to specific medical studies despite making statistical claims • Mc Description: The main content covers 5 causes of erectile dysfunction during sex (performance anxiety, alcohol, medication, medical conditions, recent ejaculation) and 4 treatment approaches (psychotherapy, ED medication, premature ejaculation treatment, lifestyle changes). It includes detailed sub-lists for medications causing ED, medical conditions associated with ED, specific ED medications, and lifestyle recommendations.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': 'The company has been covered by major financial and health media outlets including Forbes, CNBC, and Healthline'} • {'source': 'Medical reviewer Martin Miner, MD is a named, verifiable physician which provides independent credibility'} • {'source': 'The site uses HTTPS and has proper structured data implementation consistent with established web publishers'}

Trust Analysis

Transparency: Moderate transparency. The publisher (Hims) is clearly identified and the medical reviewer is named. However, the commercial relationship between the content and the products being recommended is not explicitly disclosed as a conflict of interest. The author's credentials are not visible to users on the page. • Trust Factors: Named medical reviewer with MD credentials and last-review date, Publicly traded company with regulatory accountability, Content updated regularly (2021 original, 2025 update), Proper MedicalWebPage structured data implementation, About page exists for the organization, Author name (Steph Coelho) is provided in structured data with author URL • Distrust Factors: No visible contact information on the page, Author bio not displayed on the page despite being named, Strong commercial conflict of interest — publisher sells the treatments discussed, OpinionNewsArticle schema applied to factual medical content is misleading, No visible citations or references to medical studies, Ads are present on a YMYL health page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Steph Coelho', 'organization': 'Hims & Hers Health, Inc.', 'publisher_type': 'Publicly traded telehealth company', 'medical_reviewer': 'Martin Miner, MD'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None identified — content appears to be original, human-written editorial content from an established health brand

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in a meaningful sense. The commercial intent is transparent — it's a blog post from a company that sells ED treatments. The medical information is generally accurate. The use of OpinionNewsArticle schema for factual medical content is technically misleading in structured data but does not constitute user-facing deception. The main content is accessible and not obstructed by ads or interstitials.

Harm Analysis

Severity: none • Harm Details: The content is generally accurate and helpful. The minor inaccuracy about pseudoephedrine being classified alongside antihistamines is unlikely to cause harm. The commercial bias toward Hims products is transparent (it's the publisher's own blog) and does not constitute deceptive harm. The content appropriately recommends consulting healthcare providers.

Ads Analysis

Ad Placement: Ads are present on the page. Given this is a commercial health blog, the ads are likely for Hims products (ED treatments, hair loss, etc.) which are contextually relevant to the content. The page structure suggests a sticky footer promotional banner for Hims services. • User Experience Impact: The ads appear to be integrated into the page design rather than being disruptive interstitials. The floating footer promo banner (referenced in CSS) may slightly obstruct content on mobile but is a common pattern for health/telehealth sites. Overall impact on user experience appears moderate and acceptable.

Recommendations

Critical Issues

• Commercial conflict of interest not disclosed — the publisher sells the exact treatments being recommended, which is a significant trust issue for YMYL content

• No visible author credentials on the page — for YMYL health content, author expertise must be demonstrable to users, not just in structured data

Improvements

• Add a visible author bio with Steph Coelho's credentials and expertise on the page itself, not just in structured data

• Include explicit disclosure that Hims sells the treatments discussed in the article to address commercial conflict of interest

• Add citations and references to specific medical studies for statistical claims (e.g., the 9-25% performance anxiety prevalence figure)

• Expand content depth — 592 words is insufficient for a comprehensive YMYL health topic; aim for 1,500-2,500 words with more nuanced treatment discussion

• Correct the minor inaccuracy classifying pseudoephedrine as an antihistamine (it is a decongestant)

• Change the OpinionNewsArticle schema to a more appropriate type like MedicalWebPage or Article for factual medical content

• Add visible contact information or a clear path to reach medical professionals

• Include a more prominent disclaimer about consulting healthcare providers before starting any treatment

• Add information about when ED symptoms warrant urgent medical attention

Strengths

• Medical review by named, credentialed physician (Martin Miner, MD) with review date

• Published by a reputable, publicly traded telehealth company with regulatory accountability

• Accurate medical information covering both psychological and physical ED causes

• Well-organized structure with clear H2 headings and numbered lists

• Regular content updates demonstrating ongoing editorial maintenance

• Comprehensive structured data implementation including MedicalWebPage schema

• Empathetic, non-stigmatizing tone appropriate for sensitive health topic

126 https://hims.com/c/dg/ecomm 8

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:38

Scores at a Glance

5	PQ Score	38	E-E-A-T Overall	30	Experience	35	Expertise
55	Authoritativeness	40	Trust	2	Content Effort	5	Originality
5	Skill	0	Accuracy	55	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The URL path (/c/dg/ecomm) suggests this is intended to be a CMS-driven ecommerce category or landing page for Hims products, likely related to diagnostics or a specific product category. However, the page completely fails to render any meaningful content, making it impossible to determine or fulfill its intended purpose. • Rating Justification: This page has effectively zero main content visible to users or crawlers. The entire extracted content consists of CSS font-face declarations, JavaScript initialization code, serialized Redux/window store state, and navigation configuration data. There is no title, no H1, no H2, no images, no readable body text, and no meta description. A page with no substantive main content cannot serve any user need and represents the lowest quality tier regardless of the legitimacy of the parent domain.

E-E-A-T

Overall	38
Experience	30
Expertise	35
Authoritativeness	55
Trust	40

E-E-A-T Analysis

Key Strengths: Hims.com is a legitimate, publicly traded telehealth company with regulatory oversight, Navigation data reveals links to clinical excellence, editorial standards, and medical experts pages on the broader site, The site deals with FDA-regulated prescription medications through licensed providers • Key Weaknesses: This specific page (/c/dg/ecomm) contains zero readable main content for users, No author information, credentials, or expertise signals on this page, No contact information or about page content present, Page appears to be a broken or incomplete render of a CMS-driven ecommerce page • Trust Evidence: No contact information, author details, about page, or structured data are present on this specific page. The page appears to be a CMS/ecommerce landing page that failed to render meaningful content. The domain itself (hims.com) is a legitimate, regulated telehealth business, which provides baseline trust. • Expertise Evidence: The underlying site (hims.com) is a known telehealth platform offering prescription medications, which implies organizational expertise. However, this specific URL (/c/dg/ecomm) renders no substantive expert content — no author bios, medical credentials, or clinical information are present in the extracted page data. • Experience Evidence: The page as crawled contains no readable main content — only CSS, JavaScript, font declarations, and serialized navigation/store data. No first-hand experience, patient testimonials, or clinical narratives are visible in the extracted content. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company with recognized brand authority in men's health. The navigation data references licensed prescription medications (Wegovy, Ozempic, Zepbound, Sildenafil, etc.) and links to clinical excellence pages, suggesting organizational authority. However, this specific page provides no authoritative content itself.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hims.com is a telehealth platform that sells prescription medications including GLP-1 weight loss drugs (Wegovy, Ozempic, Zepbound), ED medications (Sildenafil, Tadalafil, Viagra, Cialis), mental health medications (Escitalopram, Sertraline, Bupropion), and hair loss treatments (Finasteride, Minoxidil). Any page on this domain that renders content about these products falls squarely within YMYL health and safety categories. Even though this specific page renders no content, the domain context and URL structure indicate YMYL intent. • Potential Harm: If this page were to render content about prescription medications without proper medical disclaimers, accurate dosing information, contraindication warnings, or appropriate calls to consult healthcare providers, it could directly harm users making health decisions. The sale of prescription medications online requires strict regulatory compliance and accurate health information. • Standards Required: Highest EEAT standards apply: licensed medical professionals as content authors or reviewers, clear disclosure of the telehealth model and prescribing process, accurate drug information, safety warnings, regulatory compliance (FDA, state pharmacy boards, DEA for controlled substances), transparent pricing, and clear terms of service.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: The domain (hims.com) has a well-structured navigation system visible in the configuration data, The technical infrastructure suggests a sophisticated, professionally built platform • Weaknesses: Zero readable main content for users, No page title or meta description, No H1 or H2 headings, No images rendered, Page appears to be a rendering failure or an intermediate/redirect page, Cannot fulfill any user informational or transactional need in its current state • Mc Description: There is no main content on this page. The page source contains only: (1) CSS @font-face declarations for SofiaProWeb, IvarSoft, and CareSans typefaces; (2) JavaScript performance monitoring and analytics initialization code; (3) A large serialized window.PROPS object containing navigation menu configuration data for multiple A/B test variants; (4) CSS custom properties and styled-components output. No article text, product descriptions, headlines, images, or any user-facing content is present.

Trust & Reputation

Trust Level	low
Reputation Score	55
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	–

Trust Analysis

Transparency: At the domain level, Hims.com demonstrates reasonable corporate transparency through its public company status, investor relations, press center, and editorial standards pages. However, this specific page URL provides zero transparency about its purpose, content, or the organization behind it. • Trust Factors: Hims & Hers Health, Inc. (NYSE: HIMS) is a publicly traded company subject to SEC reporting requirements, The domain operates as a licensed telehealth platform with state-by-state regulatory compliance, Navigation data references editorial standards, medical experts, and clinical excellence pages, The site uses Auth0 for authentication and Adyen for payments, suggesting enterprise-grade security infrastructure, The company has a press center and investor relations page, indicating corporate transparency • Distrust Factors: This specific page provides no trust signals whatsoever — no contact info, no author info, no about page content, The page failed to render any content, which undermines user trust in the specific URL, No structured data markup present to verify business information, The URL path (/c/dg/ecomm) is opaque and does not clearly communicate page purpose to users

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform', 'domain': 'hims.com', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'regulatory_status': 'Publicly traded, licensed telehealth provider'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: medium • Spam Indicators: Page contains no readable content, which could indicate a doorway page or tracking URL, The URL structure (/c/dg/ecomm) resembles a campaign tracking or redirect URL rather than a content page, Multiple duplicate navigation configurations in the source (A/B test variants) inflate page source size without adding user value

Deception Analysis

Severity: none • Deception Details: The page does not appear intentionally deceptive. The most likely explanation is that this is a CMS-driven page that failed to render its content properly, or it is an intermediate redirect/tracking URL (the 'dg' in the path may indicate 'digital' or a campaign identifier, and 'ecomm' suggests ecommerce tracking). The main content is effectively obstructed because the JavaScript-rendered content did not load in the crawl. This is a technical failure rather than intentional deception.

Harm Analysis

Severity: none • Harm Details: The page contains no content that could directly harm individuals or groups, as it contains no readable content at all. The absence of content means there is no misinformation, dangerous health advice, or misleading claims present on this specific page. The potential for harm exists at the domain level given the YMYL nature of prescription medication sales, but this specific page in its current state poses no direct harm.

Ads Analysis

Ad Placement: The page metadata indicates ads are present (Has Ads: True), but since no visual content rendered, the specific placement and nature of ads cannot be assessed. Given this is an ecommerce platform, the 'ads' likely refer to tracking pixels, remarketing tags, or promotional content rather than third-party display advertising. • User Experience Impact: Cannot assess user experience impact as the page content did not render. On a functioning version of this page, ads/promotional content would be expected as part of an ecommerce experience.

Recommendations

Critical Issues

• CRITICAL: Page renders zero user-facing content — this is a complete content failure that makes the page worthless to users and search engines

• CRITICAL: As a YMYL health/medical ecommerce page, the complete absence of content, disclaimers, and trust signals is particularly problematic from a quality and regulatory standpoint

• The URL appears to be either a broken CMS page or a campaign tracking URL being indexed — neither should appear in search results

Improvements

• Ensure the page renders its intended content server-side so crawlers and users can access it — implement proper SSR (Server-Side Rendering) or pre-rendering for this URL

• Add a meaningful page title, meta description, H1 heading, and structured content appropriate to the page's purpose

• If this is a campaign tracking URL (/c/dg/ecomm), implement a proper 301 redirect to the intended destination page rather than serving an empty shell

• Add structured data markup (Schema.org) for the business, products, and any medical content to improve trust signals

• Implement proper canonical tags and ensure this URL either serves full content or redirects to avoid indexing empty pages

• Add author/reviewer credentials, contact information, and about page links to any rendered content given the YMYL nature of the domain

Strengths

• The parent domain (hims.com) is a legitimate, publicly traded telehealth company with established brand authority

• The broader site infrastructure includes editorial standards, medical expert pages, and clinical excellence content that supports domain-level EEAT

• The technical infrastructure (Auth0, Adyen, GrowthBook, Datadog) suggests enterprise-grade security and reliability at the platform level

127 https://hims.com/c/e 8

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

5	PQ Score	38	E-E-A-T Overall	30	Experience	35	Expertise
55	Authoritativeness	40	Trust	5	Content Effort	5	Originality
10	Skill	0	Accuracy	55	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The page appears to be a CMS or routing endpoint (/c/e) that either failed to render its content or is a technical redirect/stub page. It does not fulfill any identifiable informational, transactional, or navigational purpose for end users. • Rating Justification: This page has essentially no main content — it consists entirely of CSS font declarations, JavaScript configuration code, and serialized navigation JSON. There is no title, no meta description, no H1, no images, no author info, and no readable text for users. It fails to satisfy any user need and provides no value as a standalone page.

E-E-A-T

Overall	38
Experience	30
Expertise	35
Authoritativeness	55
Trust	40

E-E-A-T Analysis

Key Strengths: The parent domain hims.com is a legitimate, publicly traded telehealth company, Navigation data reveals a comprehensive, professionally structured product catalog • Key Weaknesses: Zero readable main content on this specific URL, No author, contact, or about information present, No page title or meta description, Page appears to be a technical stub or broken render • Trust Evidence: No visible main content, no author information, no contact info on this page, no structured data, no meta description, no page title. The page appears to be a technical/routing page or a broken render. Trust signals are absent at the page level. • Expertise Evidence: The underlying site (hims.com) is a known telehealth platform offering prescription medications, but the specific page /c/e renders no substantive expert content. Navigation JSON references medical products (ED, hair loss, mental health, weight loss) suggesting the broader site has medical expertise, but this page itself shows none. • Experience Evidence: The page as captured contains no readable main content — only CSS font-face declarations, JavaScript initialization code, and serialized JSON navigation/state data. No first-hand experience is demonstrated on this specific URL. • Authoritativeness Evidence: Hims.com is a publicly traded telehealth company (Hims & Hers Health, Inc.) with recognized brand authority in men's health. The domain itself carries some authority, but this specific page provides no authoritative content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The domain hims.com is a telehealth platform dealing with prescription medications for ED, hair loss, mental health, and weight loss. The URL path /c/e is likely a category or campaign page within this health-focused site. Even though no content renders, the site context is clearly YMYL health. • Potential Harm: If this page were to render health or medication content without proper medical oversight, it could influence health decisions. Currently no content is present so direct harm is minimal, but the YMYL context of the site applies. • Standards Required: High E-E-A-T standards required: medical expertise, licensed provider involvement, accurate health information, clear disclaimers, and transparent business practices.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: The technical infrastructure (font loading, JS initialization) suggests a well-engineered platform, The navigation JSON data is comprehensive and well-structured • Weaknesses: Absolutely no user-facing main content, No page title, No headings of any kind, No images rendered, No text content for users to read, Page word count is effectively zero for meaningful content • Mc Description: The page has no discernible main content. What is captured is entirely CSS @font-face declarations for SofiaProWeb, IvarSoft, and CareSans typefaces, followed by extensive JavaScript initialization code setting environment variables, and a large serialized JSON object containing navigation menu data for the hims.com website. None of this constitutes user-facing main content.

Trust & Reputation

Trust Level	low

Reputation Score	55
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	–

Trust Analysis

Transparency: Zero transparency at the page level. The page does not identify its purpose, creator, or content. Domain-level reputation partially compensates but cannot substitute for page-level trust signals. • Trust Factors: Hims.com is a publicly traded company (NYSE: HIMS) with established brand recognition, The domain is associated with a licensed telehealth platform, Technical infrastructure suggests a professional, well-resourced organization • Distrust Factors: This specific page provides no trust signals whatsoever, No contact information visible, No author or editorial information, No about page link, Page appears broken or incomplete, No structured data or schema markup

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'domain': 'hims.com', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: medium • Spam Indicators: Page has no content — could indicate a doorway or stub page, URL pattern /c/e suggests a short campaign or category redirect URL

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive, but the main content is effectively obstructed — either due to a rendering failure, JavaScript-dependent content that did not load, or this being a technical routing page not intended for direct user access. The opacity:0 CSS on the page layout wrapper suggests content may be hidden pending JavaScript initialization.

Harm Analysis

Severity: none • Harm Details: No harmful content is present because no content is present at all. The page renders nothing meaningful to users.

Ads Analysis

Ad Placement: No advertisements detected on this page. • User Experience Impact: No ad-related user experience impact. The page itself fails to render content, which is the primary UX issue.

Recommendations

Critical Issues

• Page renders no main content whatsoever — this is a critical failure for any page intended to serve users

• Complete absence of E-E-A-T signals on a YMYL health platform page

• No page title, meta description, or any basic SEO/accessibility metadata

Improvements

• Ensure the page renders actual user-facing content — investigate why the React/JavaScript application is not hydrating or rendering main content

• Add a proper page title and meta description that accurately describes the page's purpose

• If this is a category or campaign landing page, populate it with relevant, high-quality health content meeting YMYL standards

• Add structured data (Schema.org) appropriate to the page type

• Include visible author credentials, medical reviewer information, and editorial standards links

• Add contact information and clear links to About and Help pages

• If this URL is purely a technical redirect, implement a proper 301 redirect to the intended destination rather than serving an empty page

Strengths

• Parent domain hims.com has established brand authority as a publicly traded telehealth company

• The underlying technical infrastructure (font loading, performance monitoring, A/B testing framework) suggests a sophisticated, well-resourced engineering team

• Navigation data reveals a comprehensive, professionally organized product catalog covering multiple health categories

128 https://hims.com/c/hl 25

Confidence: 0.65 Needs Work Analysed: 18 Jun 2026 05:34

Scores at a Glance

20	PQ Score	40	E-E-A-T Overall	35	Experience	40	Expertise
55	Authoritativeness	45	Trust	10	Content Effort	10	Originality
20	Skill	30	Accuracy	60	Reputation		

Page Quality

PQ Rating	low
PQ Score	20

PQ Analysis

Meets Purpose: False • Purpose Description: The URL path /c/hl and navigation references suggest this is intended as a hair loss (hl) consultation/assessment entry page for Hims. However, the page fails to deliver any visible content, making it impossible to assess whether it meets its intended purpose for users who cannot execute JavaScript. • Rating Justification: The page at /c/hl renders no meaningful main content for users or crawlers. It contains only CSS, JavaScript initialization code, font declarations, and navigation JSON data. There is no title, no meta description, no H1, no body text, no images, and no structured data. While the domain itself is reputable, this specific URL fails to deliver any substantive content. It appears to be a client-side rendered page (React/SPA) that serves as a hair loss consultation entry point, but the content is entirely JavaScript-dependent and not accessible in the crawled snapshot. The page cannot be evaluated as high quality because it has no evaluable content.

E-E-A-T

Overall	40
Experience	35
Expertise	40
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Hims.com is a reputable, publicly traded telehealth company, Navigation data shows links to medical experts, editorial standards, and clinical excellence pages, The broader site sells FDA-approved prescription medications with licensed providers • Key Weaknesses: This specific page has zero visible/crawlable main content, No title, meta description, author info, or contact info on this page, No structured data or semantic HTML content present, Page appears to be a JavaScript SPA shell that did not render for the crawler • Trust Evidence: The page is from a legitimate, publicly traded healthcare company. However, the specific page has zero visible content, no title, no meta description, no author info, no contact info, and no structured data. The page appears to be a JavaScript-rendered SPA shell that failed to render meaningful content for crawling. • Expertise Evidence: The domain hims.com is a known telehealth company offering prescription medications and health services. The navigation data references licensed medical products (Finasteride, Sildenafil, Wegovy, etc.) and mentions 'clinical excellence' and 'medical experts' pages, suggesting organizational expertise exists on the broader site. However, this specific page (/c/hl) renders no expert content. • Experience Evidence: The page as crawled contains no visible main content demonstrating first-hand experience. The extracted content is entirely CSS, JavaScript, font declarations, and navigation/CMS JSON data. No articles, testimonials, or experiential content is accessible from this page snapshot. • Authoritativeness Evidence: Hims & Hers Health is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition in men's health. The domain has authority in the telehealth space. Navigation references editorial standards and medical experts pages. However, the specific URL /c/hl appears to be a CMS landing/redirect page with no authoritative content rendered.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The URL /c/hl on hims.com is clearly a health-related page for hair loss treatment. The navigation data confirms this page is linked from hair loss sections offering prescription medications including Finasteride (a prescription drug with known side effects) and Minoxidil. The broader site sells prescription medications requiring medical consultation. • Potential Harm: Users seeking hair loss treatment may be directed to prescription medications. Inaccurate or misleading health information, or failure to properly screen patients, could lead to inappropriate medication use. Finasteride in particular has significant side effect profiles including sexual dysfunction. • Standards Required: As a YMYL health page, this requires the highest standards of E-E-A-T: licensed medical professionals involved in content creation, accurate medical information, clear disclosure of risks, proper patient screening processes, and transparent business practices.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: The domain is a legitimate healthcare company, Navigation data suggests the page is part of a structured hair loss treatment funnel • Weaknesses: Zero visible main content, No page title, No meta description, No H1 or any heading tags, No images rendered, No structured data, Entirely JavaScript-dependent rendering, Content inaccessible without JavaScript execution • Mc Description: The main content of this page is effectively non-existent in the crawled snapshot. The page consists entirely of: (1) CSS font-face declarations for SofiaProWeb, IvarSoft, and CareSans fonts, (2) JavaScript performance monitoring and analytics initialization code, (3) CSS custom properties and styled-components styles, (4) A large JSON object (window.PROPS) containing navigation menu configuration data with A/B test variants, (5) Various JavaScript environment variable declarations. There is no user-facing text content, no article body, no product descriptions, no medical information, and no interactive elements visible.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health Inc. is publicly traded on NYSE (HIMS) • Established telehealth company with significant media coverage • Regulated by FDA for prescription medication dispensing • Has licensed healthcare providers

Trust Analysis

Transparency: The specific page /c/hl lacks any transparency indicators. While the broader hims.com domain has established trust signals, this particular URL provides no information about its purpose, content, or the organization behind it to a user or crawler. • Trust Factors: Hims.com is a publicly traded, regulated telehealth company, The site references editorial standards, medical experts, and clinical excellence pages, Sells FDA-approved prescription medications through licensed providers, Has established brand presence and significant customer base • Distrust Factors: This specific page has no contact information, No author information on this page, No about page information on this page, Page renders no content - could be a doorway page or thin content page, No transparency about what this specific page does or offers

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Direct-to-consumer healthcare', 'stock_ticker': 'NYSE: HIMS', 'regulatory_status': 'Operates licensed pharmacy and medical provider networks'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: medium • Spam Indicators: Page has virtually no content (very_short_content flagged), The page may function as a thin doorway/redirect page funneling users to consultation flows, Massive amount of duplicated navigation JSON data with multiple A/B test variants

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive, but the main content is effectively obstructed because it requires JavaScript execution to render. The crawled snapshot shows only the application shell. This is a technical limitation rather than intentional deception. The page appears to be a legitimate SPA entry point for a hair loss consultation flow.

Harm Analysis

Severity: none • Harm Details: No harmful content is present in the crawled page because there is effectively no content. The page is a JavaScript shell. The broader site sells prescription medications which carry inherent health risks, but no specific harmful content is identifiable on this URL.

Ads Analysis

Ad Placement: The page metadata indicates ads are present (has_ads: true), but no specific ad content is visible in the crawled snapshot. Given this is a commercial healthcare site, advertising/promotional content would be expected. • User Experience Impact: Cannot fully assess ad impact as the page did not render its visual content in the crawl. The presence of ads on a healthcare consultation page warrants scrutiny to ensure they don't interfere with medical decision-making.

Recommendations

Critical Issues

• Page renders zero visible content in crawled state - entirely JavaScript-dependent with no SSR fallback

• As a YMYL health page, the complete absence of content, author information, and medical credentials is a critical E-E-A-T failure

• No page title or meta description means the page cannot be properly indexed or understood by search engines

Improvements

• Implement server-side rendering (SSR) or static site generation (SSG) to ensure content is accessible to crawlers without JavaScript execution

• Add a meaningful page title, meta description, and H1 heading that describes the hair loss consultation service

• Include substantive content about hair loss treatments, the consultation process, and what users can expect

• Add structured data markup (Schema.org MedicalWebPage or similar) to help search engines understand the page's medical context

• Include author/medical reviewer information with credentials for any health content

• Add contact information and clear links to about/privacy/terms pages

• Ensure the page meets YMYL health content standards with medically reviewed information

Strengths

• Hims.com is a reputable, publicly traded telehealth company with established brand authority

• The broader site demonstrates commitment to medical expertise through editorial standards and licensed provider networks

• The navigation structure shows a well-organized health services platform with multiple treatment categories

129 https://hims.com/c/hl/goals 8

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:42

Scores at a Glance

5	PQ Score	28	E-E-A-T Overall	20	Experience	25	Expertise
40	Authoritativeness	30	Trust	5	Content Effort	5	Originality
10	Skill	0	Accuracy	45	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	5

PQ Analysis

Meets Purpose: False • Purpose Description: The URL path /c/hl/goals suggests this should be a hair loss (hl) goals/consultation page for Hims, likely part of an intake flow for hair loss treatment. However, no such content is rendered or accessible. • Rating Justification: This page has effectively zero main content. The word count is 0, there are no H1 or H2 headings, no images, no author info, no contact info, and no structured data. What is present is entirely CSS font-face declarations, JavaScript configuration objects, and navigation/store data. A user visiting this page would find nothing useful. This represents a completely failed page render or a page that requires JavaScript execution to display content that was not captured.

E-E-A-T

Overall	28
Experience	20
Expertise	25
Authoritativeness	40
Trust	30

E-E-A-T Analysis

Key Strengths: Hims.com is a legitimate, publicly traded telehealth company, The domain has established brand presence in men's health • Key Weaknesses: Zero readable main content rendered, No author or expert credentials visible, No contact information present, No structured data, Page appears to be a broken/incomplete render • Trust Evidence: No author information, no contact info visible, no about page link in the rendered content, no structured data, and zero readable main content. The page appears to be a broken or incomplete render of what should be a hair loss consultation flow page. • Expertise Evidence: The domain hims.com is a known telehealth company offering prescription medications and health services. However, this specific URL (/c/hl/goals) renders no substantive expert content - only JavaScript configuration and navigation data is visible. • Experience Evidence: No visible main content exists on this page. The page appears to be a React/JavaScript-rendered application shell with only CSS, font definitions, and navigation/store configuration data. No actual user experience or first-hand content is present. • Authoritativeness Evidence: Hims.com is a publicly traded telehealth company (NYSE: HIMS) with some brand recognition in men's health. The domain itself carries some authority, but this specific page demonstrates none of it through actual content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Hims.com is a telehealth platform offering prescription medications for hair loss, erectile dysfunction, mental health, and weight loss. The URL path /c/hl/goals indicates this is part of a hair loss consultation or treatment goal-setting flow. Any page that leads users toward prescription medication decisions is clearly YMYL. • Potential Harm: Users seeking hair loss treatment information and being directed toward prescription medications (finasteride, minoxidil) could be harmed if the page provides inaccurate medical information, fails to disclose risks, or inappropriately funnels users toward prescriptions without proper medical evaluation. • Standards Required: Highest standards of medical accuracy, clear disclosure of prescription requirements, licensed healthcare provider involvement, transparent pricing, side effect information, and contraindication warnings are required for this type of health/medical content.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: The underlying application infrastructure appears technically sophisticated • Weaknesses: Zero main content rendered, No page title, No meta description, No headings, No images, No readable text for users, Page completely fails to serve any user need • Mc Description: There is no main content on this page. The entire visible content consists of CSS @font-face declarations, JavaScript performance monitoring code, React application configuration, window variable assignments, and a large JSON navigation/store configuration object. No actual page content, headings, body text, images, or user-facing information is present.

Trust & Reputation

Trust Level	low

Reputation Score	45
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	–

Trust Analysis

Transparency: The page is completely opaque to users - no content, no authorship, no contact information, no disclosures are visible. While the domain has some established reputation, this specific page provides zero transparency. • Trust Factors: Hims.com is a publicly traded company (NYSE: HIMS), The domain is an established telehealth brand, Navigation data reveals legitimate medical products and licensed provider pathways, The site references Auth0, Datadog, and other enterprise-grade infrastructure • Distrust Factors: This specific page renders no content whatsoever, No contact information visible, No author or medical expert credentials shown, No about page link in rendered content, No structured data for medical content, Complete page render failure undermines trust

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'domain': 'hims.com', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short/empty content flagged by system, Page appears to be a broken render rather than intentional spam

Deception Analysis

Severity: none • Deception Details: The page is not intentionally deceptive, but the main content is completely obstructed - likely due to JavaScript rendering requirements that were not executed during crawl. The page is a client-side rendered React application where all meaningful content loads via JavaScript after initial page load.

Harm Analysis

Severity: none • Harm Details: No content is present to evaluate for harm. The page renders nothing that could directly harm users, though the complete failure to render content on a YMYL health platform could indirectly harm users seeking medical information by providing no guidance.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but no actual ad content is visible in the rendered output. The ads flag likely refers to tracking/analytics scripts (GTM, Datadog) or the commercial nature of the site itself. • User Experience Impact: Cannot assess ad impact on user experience as no content is rendered.

Recommendations

Critical Issues

• Page renders zero main content - this is a critical failure for a YMYL health page that should be guiding users toward medical consultations

• Complete absence of any user-facing information makes this page entirely non-functional from a search quality perspective

Improvements

• Implement server-side rendering (SSR) or static site generation (SSG) to ensure content is accessible without JavaScript execution, improving both SEO and accessibility

• Add meaningful meta title and description tags that describe the page's purpose for hair loss goal-setting

• Ensure the page renders substantive content including: clear explanation of the hair loss consultation process, information about available treatments, medical provider credentials, and expected outcomes

• Add structured data markup (Schema.org MedicalWebPage or similar) to help search engines understand the medical nature of the content

• Include visible author/medical reviewer credentials for any health content displayed

• Add clear contact information and links to about/privacy pages

• Implement proper heading hierarchy (H1, H2) once content is rendered

Strengths

• The underlying domain (hims.com) has established brand recognition and is a legitimate telehealth business

• The technical infrastructure (React, performance monitoring, A/B testing) shows sophisticated engineering investment

• The navigation configuration data reveals a comprehensive product catalog with legitimate prescription medications and proper Rx labeling

130 https://hims.com/c/mh 22

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:44

Scores at a Glance

20	PQ Score	44	E-E-A-T Overall	35	Experience	40	Expertise
55	Authoritativeness	45	Trust	10	Content Effort	10	Originality
15	Skill	30	Accuracy	60	Reputation		

Page Quality

PQ Rating	low
PQ Score	20

PQ Analysis

Meets Purpose: False • Purpose Description: The URL /c/mh appears to be a mental health category landing page or intake/redirect page for Hims's mental health services. Its purpose would be to introduce users to mental health treatment options and funnel them into an assessment flow. However, the page as captured delivers no content to fulfill this purpose. • Rating Justification: This page contains no substantive main content whatsoever. The captured content is entirely CSS font-face declarations, JavaScript initialization code, and serialized Redux/store state data. A user visiting this URL would see either a blank page or a loading state. There is no informational, transactional, or navigational value delivered to the user from the content captured.

E-E-A-T

Overall	44
Experience	35
Expertise	40
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Hims is a recognized, legitimate telehealth brand, Navigation data shows links to medically relevant content and licensed prescription medications, Domain has established reputation in men's health telehealth • Key Weaknesses: Zero readable main content on this specific page, No author credentials visible, No contact information present, No structured data markup, Page appears to be an empty shell or failed render • Trust Evidence: No author information, no contact info, no about page content, no structured data, and zero readable main content are present in the captured page. The page appears to be a JavaScript-rendered shell that failed to load or is a routing/redirect page. • Expertise Evidence: Hims is a known telehealth company offering prescription mental health medications (escitalopram, bupropion, sertraline). The navigation data references licensed medications and clinical pathways, suggesting underlying medical expertise in the organization, but none is visible on this rendered page. • Experience Evidence: The page as captured contains no readable main content — only CSS, JavaScript, font declarations, and serialized navigation/store data. No first-hand experience is demonstrated on this specific page. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company with established brand recognition in men's health. The domain has authority, but this specific URL (/c/mh) renders no authoritative content — it appears to be a category/redirect page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The URL path /c/mh on hims.com clearly relates to mental health services. The navigation data embedded in the page references prescription psychiatric medications (escitalopram/Lexapro, bupropion/Wellbutrin, sertraline/Zoloft), mental health assessments, and conditions including anxiety, depression, stress, and sleep disorders. Mental health is a clear YMYL topic. • Potential Harm: If users receive inaccurate, misleading, or incomplete information about mental health treatments or medications, they could make harmful health decisions. Prescription psychiatric medications carry significant risks and require proper medical oversight. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified healthcare professionals, transparent disclosure of the telehealth model, proper safety information, and clear indication that content is not a substitute for professional medical advice.

Main Content

MC Quality	lowest
Purpose Clear	No
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: The underlying application infrastructure suggests a well-built SPA, Navigation data indicates the site has substantial mental health content elsewhere • Weaknesses: Zero main content visible, No page title, No headings, No images, No readable text for users, Page fails to deliver any value to visitors as captured, No meta description • Mc Description: There is effectively no main content on this page as captured. The page title is None, there are no H1 or H2 headings, zero images, zero word count, and the only content present is technical code (CSS font declarations, JavaScript, and serialized application state data). This is either a broken page render, a pure client-side routing page that requires JavaScript execution to display content, or an empty shell.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant media coverage • Regulated telehealth provider subject to state medical board oversight

Trust Analysis

Transparency: The organization (Hims) is identifiable and has public accountability as a traded company, but this specific page provides zero transparency about content authorship, medical review processes, or contact information. • Trust Factors: Hims is a legitimate, publicly traded telehealth company, Domain hims.com has established brand reputation, Company is subject to healthcare regulations and state medical board oversight, Navigation data shows links to legitimate medical content and licensed medications • Distrust Factors: This specific page has no contact information, No author information present, No about page content, No transparency about who created this page's content, Page appears broken or empty — raises questions about technical reliability

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'focus': "Men's health telehealth including mental health, sexual health, hair loss, weight loss, and skin care", 'domain': 'hims.com', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	No
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	Yes
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page contains no content — cannot be spam in the traditional sense, Very short/empty content is flagged as suspicious pattern

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive, but the main content is effectively obstructed — either due to JavaScript rendering requirements, a broken page state, or the page being a pure routing/redirect endpoint. Users cannot access the intended content from the captured state.

Harm Analysis

Severity: none • Harm Details: No harmful content is present because no content is present at all. The page is an empty shell. There is no misinformation, no harmful advice, and no deceptive content visible.

Ads Analysis

Ad Placement: No advertisements are present in the captured page content. • User Experience Impact: No ad-related user experience impact. The page's poor user experience stems from the absence of content, not from advertising.

Recommendations

Critical Issues

• Page renders with zero visible content — this is a critical technical failure for a YMYL health page that should be immediately addressed

• No page title or meta description present, making the page invisible to search engines and uninformative to users

• Complete absence of E-E-A-T signals (no author info, no medical credentials, no contact info) on a page dealing with prescription psychiatric medications

Improvements

• Implement server-side rendering (SSR) or static site generation (SSG) for this category page to ensure content is accessible without JavaScript execution

• Add a meaningful page title, H1 heading, and meta description that clearly describes the mental health services offered

• Include substantive main content about mental health conditions treated, how the telehealth process works, and what users can expect

• Add author/medical reviewer credentials and bylines to establish E-E-A-T for this YMYL health topic

• Include contact information and links to about/how-it-works pages prominently

• Add structured data markup (MedicalOrganization, FAQPage, etc.) to help search engines understand the page

• Ensure the page provides value even without JavaScript by including critical content in the initial HTML response

Strengths

• Hims & Hers Health is a legitimate, publicly traded telehealth company with established brand reputation

• The underlying site architecture shows sophisticated technical implementation

• Navigation data indicates the broader site has comprehensive mental health content including medication pages, blog articles, and assessment flows

• The company operates in a regulated healthcare environment providing some baseline accountability

131 https://hims.com/careers-professionals 65

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:38

Scores at a Glance

55 PQ Score	63 E-E-A-T Overall	55 Experience	60 Expertise
70 Authoritativeness	65 Trust	55 Content Effort	60 Originality
60 Skill	65 Accuracy	72 Reputation	

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to attract professional job candidates to hims & hers by showcasing the company as an employer, highlighting company scale, and directing visitors to job opportunities. • Rating Justification: This is a legitimate corporate careers page from a known publicly traded company. The page serves a clear purpose (recruiting professionals) and comes from an authoritative source. However, the extracted content is overwhelmingly CSS and JavaScript code with very little readable main content visible, making it difficult to assess the actual informational quality. The page appears functional but the content extraction reveals technical implementation details rather than substantive career information.

E-E-A-T

Overall	63
Experience	55
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Official corporate website of a publicly traded healthcare company, Structured data present indicating technical investment, About page exists on the site, Company scale metrics (1100+ employees, 40 states, 15 countries) provide credibility • Key Weaknesses: No contact information on this specific page, No author information, Main content excerpt is almost entirely CSS/JavaScript code with minimal readable text, No individual employee testimonials or specific team information visible • Trust Evidence: The page is on the official hims.com domain with HTTPS. It has structured data, an About page, and is a legitimate corporate careers page. However, there is no direct contact information on this page, and the main content excerpt is dominated by CSS/JavaScript code rather than readable content, making it difficult to fully assess trust signals. • Expertise Evidence: Hims & hers is a known telehealth and wellness brand. The careers page demonstrates organizational expertise through company statistics and mission framing. No specific medical or professional credentials are displayed on this particular page, as it is a corporate careers/recruitment page. • Experience Evidence: The page is from hims & hers, a publicly traded direct-to-consumer healthcare company. The page references 1100+ employees, 40 states, and 15 countries, suggesting organizational scale and operational experience. However, no individual author or employee testimonials are present in the extracted content. • Authoritativeness Evidence: Hims & hers (HIMS) is a publicly traded company on NYSE, widely covered in media. The domain hims.com is the official brand website. The page is an official corporate careers page, lending it institutional authority. The meta description references being 'one of the fastest-growing direct-to-consumer brands in history.'

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

YMYL Analysis

Reasoning: This is a corporate careers/recruitment page for a healthcare company. While the company itself operates in healthcare, this specific page is about employment opportunities and does not provide medical advice, health information, financial advice, or other YMYL content. It is a standard corporate recruitment page. • Potential Harm: Minimal. The page could potentially mislead job seekers about employment conditions, but this is not a significant YMYL concern. • Standards Required: Standard quality standards for corporate/business pages apply. No elevated YMYL standards required for this specific careers page.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear H1 heading 'Join the team' communicates purpose immediately, Company statistics (1100+ employees, 40 states, 15 countries) provide concrete scale information, Structured data implementation supports rich search results, Professional brand presentation consistent with a major healthcare company • Weaknesses: The extracted content is overwhelmingly CSS and JavaScript rather than readable text content, No images present despite being a careers page where team photos would be expected, No visible job listings or application process details in the extracted content, No employee testimonials or culture descriptions visible in extraction • Mc Description: The main content is a professional careers/recruitment page for hims & hers corporate positions. The H1 'Join the team' and H2 statistics (1100+, 40, 15) suggest a page that highlights company scale and invites professionals to apply. The meta description clearly communicates the page's purpose as a corporate team recruitment page.

Trust & Reputation

Trust Level	high
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	NYSE-listed public company (HIMS) • Widely covered in mainstream business and healthcare media • Official brand domain hims.com • Known direct-to-consumer telehealth brand

Trust Analysis

Transparency: The page is clearly identified as belonging to hims & hers, a known public company. The purpose (recruiting professionals) is transparent. However, the lack of contact information on this specific page reduces transparency slightly. • Trust Factors: Official domain of a publicly traded company, HTTPS secure connection, Structured data implementation, About page exists on the site, Company is publicly traded and subject to regulatory oversight, No suspicious patterns detected, Professional technical implementation • Distrust Factors: No contact information on this specific page, No author information, No images on a careers page is unusual, Main content extraction shows mostly code rather than substantive content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'exchange': 'NYSE', 'industry': 'Telehealth / Direct-to-Consumer Healthcare', 'stock_ticker': 'HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False

MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly presents itself as a corporate careers page for hims & hers. The title, meta description, and H1 are all consistent with the page's actual purpose.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. This is a standard corporate careers recruitment page. No misleading claims, discriminatory content, or harmful information detected.

Ads Analysis

Ad Placement: Ads are flagged as present in the page metadata, but given this is a corporate careers page on the company's own website, these are likely internal promotional elements or tracking pixels rather than third-party display advertising. No evidence of obstructive ad placement. • User Experience Impact: Minimal to no negative impact on user experience from advertising elements on this type of corporate page.

Recommendations

Critical Issues

• No contact information present on the page, which is a notable gap for a careers page

• The content extraction reveals almost entirely CSS/JavaScript with minimal readable text, suggesting potential issues with how content is rendered and indexed

Improvements

• Add contact information (HR email or phone) to the careers page to improve trust signals

• Include employee testimonials or team photos to make the page more engaging and informative

• Add visible job listings or a clear call-to-action linking to open positions

• Improve content-to-code ratio so that search engines and users can more easily access the substantive content

• Consider adding structured data specifically for job postings (JobPosting schema) to enhance search visibility

Strengths

• Official corporate page from a publicly traded, well-known healthcare company

• Clear page purpose communicated through title, H1, and meta description

• Sophisticated technical implementation with structured data, performance monitoring, and responsive design

• Company scale metrics (1100+ employees, 40 states, 15 countries) provide credibility signals

• No harmful, deceptive, or spammy content detected

132 https://hims.com/careers-providers 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:37

Scores at a Glance

58	PQ Score	63	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	65	Trust	55	Content Effort	60	Originality
60	Skill	65	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to recruit licensed healthcare providers to join the Hims & Hers telehealth platform, presenting employment/contractor opportunities for medical professionals. • Rating Justification: This is a legitimate careers/recruitment page from a well-known telehealth company. It serves a clear purpose (recruiting healthcare providers) and comes from an authoritative organization. However, the page lacks contact information, has no meta description, no structured data, and the content appears to be a marketing/recruitment page with limited substantive information visible in the excerpt. It meets basic quality standards for a corporate careers page but does not demonstrate exceptional depth or transparency.

E-E-A-T

Overall	63
Experience	55
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Established, publicly traded company with known reputation, Official company domain with secure connection, Has About page indicating organizational transparency, Legitimate business purpose as a provider recruitment page • Key Weaknesses: No contact information on this specific page, No author or HR contact attribution, Main content excerpt is largely CSS/JS code, limiting content quality assessment, Missing meta description, No structured data markup • Trust Evidence: The page is on the official hims.com domain with HTTPS. The company has an About page. However, there is no direct contact information on this page, no author attribution, and the main content excerpt is dominated by CSS/JavaScript code rather than substantive readable content, making trust assessment of the actual page content difficult. • Expertise Evidence: Hims & Hers is a known telehealth platform that employs licensed medical providers. The page targets healthcare professionals (providers), implying domain knowledge in medical staffing and telehealth operations. No specific clinical expertise is demonstrated on this page itself, as it is a recruitment/careers page rather than a clinical content page. • Experience Evidence: The page is from Hims & Hers, a publicly traded telehealth company with real operational experience in the healthcare provider space. The careers page references actual provider roles and working conditions, suggesting genuine organizational experience. However, no individual provider testimonials or specific experience narratives are visible in the extracted content. • Authoritativeness Evidence: Hims & Hers (hims.com) is a well-known, publicly traded telehealth company (NYSE: HIMS) with significant media coverage and brand recognition. The domain is authoritative in the telehealth space. The page is an official company careers page for provider recruitment.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: This page is about recruiting healthcare providers for a telehealth platform. While it is a careers/recruitment page rather than direct medical advice, it relates to the healthcare industry and the quality of providers recruited could indirectly affect patient health outcomes. The page itself does not provide medical advice, so direct YMYL risk is limited. • Potential Harm: Indirect harm potential: if the recruitment page misrepresents working conditions or requirements, it could affect the quality of providers joining the platform, which could downstream affect patient care. However, the page itself poses minimal direct harm to users. • Standards Required: Moderate YMYL standards apply. The page should be transparent about provider requirements, working conditions, and company information. It should not make misleading claims about the nature of the work or compensation.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear H1 heading that communicates page purpose, Professional design and branding, Appropriate page title 'Provider Opportunities at hims & hers', 22 images suggesting rich visual content, 3,253 word count suggesting substantive content • Weaknesses: No meta description provided, No H2 subheadings visible to indicate content structure, No structured data markup for job postings, No contact information for provider inquiries, No author/HR contact attribution • Mc Description: The main content is a provider recruitment/careers page for Hims & Hers telehealth company. The H1 'Join the provider team' clearly communicates the page purpose. The page likely contains information about provider opportunities, benefits, and how to apply, though the actual readable content is largely obscured by CSS/JS in the excerpt.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	NYSE-listed public company (HIMS) • Widely covered in financial and health media • Known telehealth brand with significant customer base

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and has an About page, but this specific careers page lacks direct contact information and detailed information about the provider recruitment process that would be expected for a healthcare employment page. • Trust Factors: Official company domain (hims.com), Publicly traded company with regulatory oversight, Has About page, HTTPS secure connection, Professional design and established brand, No suspicious patterns detected • Distrust Factors: No contact information on this page, No author or HR contact attribution, No structured data for job listings, Missing meta description, Cannot verify specific claims about provider opportunities from available content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Digital Health', 'headquarters': 'San Francisco, CA', 'stock_ticker': 'HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No

Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly presents itself as a provider careers/recruitment page for Hims & Hers. The page title, H1, and URL all align with the stated purpose.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. This is a standard corporate careers/recruitment page from a legitimate telehealth company. No misleading claims, discriminatory content, or harmful information is evident.

Ads Analysis

Ad Placement: Ads are present on the page but appear to be standard advertising placements. For a corporate careers page, the presence of ads is somewhat unusual but not necessarily problematic. • User Experience Impact: Minimal negative impact expected. The ads do not appear to obstruct the main content based on available information, though their exact placement cannot be fully assessed from the code excerpt alone.

Recommendations

Critical Issues

• No contact information available on the page for provider inquiries, which is a significant gap for a healthcare recruitment page

• Missing meta description reduces search visibility and click-through rates

Improvements

• Add a meta description that clearly describes the provider opportunities available

• Include contact information or a dedicated HR/provider recruitment contact for inquiries

• Implement structured data markup (JobPosting schema) for any specific provider roles listed

• Add H2 subheadings to improve content structure and scannability

• Include provider testimonials or case studies to demonstrate real experience working with the platform

• Add FAQ section addressing common provider questions about licensing, compensation, and work flexibility

• Consider adding information about provider credentialing requirements and onboarding process

Strengths

• Clear page purpose communicated through title and H1 heading

• Authoritative source from a publicly traded, well-known telehealth company

• Professional design and technical implementation

- No harmful, deceptive, or spammy content
- Legitimate business purpose serving a real user need (healthcare provider recruitment)

133 https://hims.com/conditions

58

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 05:39

Scores at a Glance

58	PQ Score	74	E-E-A-T Overall	72	Experience	78	Expertise
75	Authoritativeness	70	Trust	55	Content Effort	50	Originality
65	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a hub/index for health condition guides, allowing users to browse and find specific condition articles. It successfully lists 12 articles with descriptions, authors, and categories. • Rating Justification: This is a category/index page listing condition guides. It serves a navigational purpose adequately but has very little original content (88 words). The articles linked are authored by MDs, and the site has reasonable E-E-A-T signals. However, the page itself is thin on content and lacks a meta description. It meets its navigational purpose but doesn't provide substantial standalone value.

E-E-A-T

Overall	74
Experience	72
Expertise	78
Authoritativeness	75
Trust	70

E-E-A-T Analysis

Key Strengths: Named MD authors with credentials and profile pages, Editorial standards page exists, Medical expert team listed on site, Established telehealth brand with reputation • Key Weaknesses: No meta description on this page, No contact information visible on this specific page, Category index page has very limited original content (88 words), Commercial conflict of interest as a telehealth company selling treatments • Trust Evidence: The page lacks a meta description. No contact info is directly visible on this page. The site has an About page and editorial standards. Authors are named MDs with profile pages. However, the page itself is a category/index page with minimal standalone content. • Expertise Evidence: Authors are identified as MDs with specialty credentials. The site has an editorial standards page and lists medical experts, indicating a structured editorial process with qualified reviewers. • Experience Evidence: Articles are attributed to named medical doctors (e.g., Darragh O'Carroll MD, Felix Gussone MD, Peter J. Stahl MD) with links to author pages, suggesting real clinical experience behind the content. • Authoritativeness Evidence: Hims is a well-known telehealth company. The blog section 'Good Health by Hims' covers medical conditions with physician-authored content. The site has about pages, medical expert pages, and editorial standards documentation.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page links to medical condition guides covering topics like erectile dysfunction, osteoporosis, hemochromatosis, hypogonadism, pituitary tumors, anemia, and hormonal imbalances. These are clearly health/medical topics that could affect users' health decisions. • Potential Harm: Users may make health decisions based on information found through this page. Inaccurate or misleading medical information could lead to delayed treatment, self-diagnosis errors, or inappropriate self-treatment. • Standards Required: High E-E-A-T standards required. Content must be medically accurate, authored or reviewed by qualified healthcare professionals, and clearly distinguish between informational content and medical advice.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear organizational structure with article cards, Author attribution on each article, Category labels help users navigate, Breadcrumb navigation present • Weaknesses: Only 88 words of actual content on the page, No meta description, No introductory content explaining the section's value, No filtering or search functionality visible, Missing publication/update dates on article cards • Mc Description: The main content is a category index page titled 'Conditions & Diseases' with a brief description ('Explore our health condition guides all in one place') and a grid of 12 article cards. Each card shows title, author, category, and brief description. The page has pagination indicating 91 total articles across 8 pages.

Trust & Reputation

Trust Level	medium
Reputation Score	68

Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Moderate transparency. Authors are named MDs with profile pages. The site has editorial standards documentation. However, the commercial relationship between the content and the products sold creates a potential conflict of interest that is not prominently disclosed on this page. • Trust Factors: Named MD authors with credential pages, Editorial standards page exists on site, Established telehealth brand (Hims) with public reputation, Medical experts team listed, About page and company information available • Distrust Factors: No contact information on this page, No meta description, Commercial conflict of interest - company sells treatments for conditions discussed, Very short content on the page itself, No visible date stamps on articles

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'medical_team': 'Named MD authors with credential pages', 'editorial_standards': 'Has documented editorial standards page'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents itself as a health condition guide index from Hims. Navigation and content are straightforward.

Harm Analysis

Severity: none • Harm Details: No direct harmful content identified on this index page. The page links to medical condition guides which appear to be informational. The commercial context (telehealth company) creates potential for bias but is not inherently harmful.

Ads Analysis

Ad Placement: The page includes promotional content for Hims products integrated into the navigation (product tiles in the nav menu). There is also a footer app download section. These are native/integrated promotions rather than third-party ads. • User Experience Impact: The promotional elements are integrated into the site design and do not appear to obstruct the main content. The navigation product showcases are clearly part of the site's commercial purpose.

Recommendations

Critical Issues

- Missing meta description on a YMYL health page
- No contact information visible on the page
- Commercial conflict of interest not disclosed on the page

Improvements

- Add a meta description to improve click-through rates and signal page purpose to search engines
- Add introductory content explaining the value and scope of the condition guides section
- Include publication and last-updated dates on article cards for transparency
- Add filtering/sorting functionality to help users find relevant conditions
- Add a clear disclosure about the commercial relationship between content and products sold
- Include contact information or link to support on the page
- Add a brief editorial standards note or link prominently on the page

Strengths

- Named MD authors with credential pages provide E-E-A-T signals
- Established telehealth brand with documented editorial standards
- Clear organizational structure with breadcrumbs and category labels
- Substantial article library (91 total articles) covering diverse health conditions
- Professional site design with good user experience

134 https://hims.com/conditions/anorgasmia

62

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 05:49

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	72	Expertise
68	Authoritativeness	65	Trust	72	Content Effort	60	Originality
70	Skill	78	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to educate men about anorgasmia - its definition, types, symptoms, causes, diagnosis, treatment, and prevention - while also serving as a lead-generation page for Hims telehealth consultations and ED medications. • Rating Justification: The page covers a legitimate YMYL health topic with a named MD author, peer-reviewed citations, and structured medical content. It meets basic quality standards for a telehealth company's condition guide. However, the same person serving as both author and reviewer, the commercial conflict of interest (promoting Hims products within medical content), lack of independent review, and the commercial nature of the platform prevent it from reaching High quality. The content is substantive and accurate but exists primarily to funnel users toward Hims consultations and products.

E-E-A-T

Overall	65
Experience	55
Expertise	72
Authoritativeness	68
Trust	65

E-E-A-T Analysis

Key Strengths: Named MD author with relevant specialty (urology), Six peer-reviewed citations with links to PubMed/PMC, MedicalWebPage structured data with lastReviewed date, Comprehensive coverage of topic including types, causes, diagnosis, treatment, prevention, Editorial standards page exists, Published by publicly traded, regulated telehealth company • Key Weaknesses: Author and reviewer are the same person (Peter J. Stahl, MD) - no independent peer review, No author credentials page or biography linked, Commercial conflict of interest: content promotes Hims products (sildenafil, tadalafil) within medical guidance, No contact information on the page, Has ads present, Word count of 538 seems low for the breadth of topics covered (though the full content appears longer) • Trust Evidence: The page has structured data (MedicalWebPage schema), cites 6 peer-reviewed sources with links, has editorial standards mentioned, has an About page, and is published by a regulated public company. However: no contact info on this page, the author also serves as reviewer (no independent review), no clear disclosure of commercial intent on the content page itself, and the page promotes Hims products (Viagra, Cialis, etc.) within the medical content. • Expertise Evidence: Peter J. Stahl, MD is listed as both author and reviewer, which is a conflict of interest in terms of independent review. The content demonstrates solid medical knowledge: correctly distinguishes primary vs. secondary anorgasmia, discusses SSRIs, hormonal causes, nerve damage, and treatment options including cabergoline and penile vibratory stimulation. Six peer-reviewed sources are cited. The medical terminology and treatment discussion are accurate and appropriately nuanced. • Experience Evidence: The content is written by Peter J. Stahl, MD, a urologist with relevant specialty expertise. However, there is no personal patient experience narrative or first-hand clinical case discussion. The author bio is minimal and not prominently displayed. The content reads as clinically informed but lacks the depth of lived or direct clinical experience sharing. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The page is on a commercial health platform. The reviewer/author is a named MD. However, the page lacks independent third-party endorsements, medical board affiliations, or links to the author's credentials page. The structured data includes MedicalWebPage schema with reviewedBy markup.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page discusses a medical condition (anorgasmia/male orgasmic disorder), its causes including serious conditions like nerve damage, hormonal disorders, and medication side effects, as well as treatment options including prescription medications (SSRIs, testosterone replacement therapy, cabergoline, sildenafil). Users may make health decisions based on this content. • Potential Harm: Users could misidentify their condition, delay seeking appropriate medical care, self-diagnose serious underlying conditions (e.g., pituitary tumors causing high prolactin), or make medication decisions (e.g., stopping SSRIs without medical supervision - the page does warn against this) based on this content. The promotion of specific prescription medications within medical content creates commercial bias risk. • Standards Required: High E-E-A-T standards required: independent medical review, clear author credentials, transparent disclosure of commercial relationships, accurate and complete medical information, and clear recommendation to consult healthcare providers.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major aspects of the condition, Clear distinction between primary and secondary anorgasmia, Detailed breakdown of both psychological and physiological causes, Specific diagnostic tests mentioned (biothesiometry, sacral reflex testing), Multiple treatment modalities discussed with appropriate nuance, Prevention section with actionable advice, Peer-reviewed citations with links, Accessible language appropriate for general audience, Structured data markup enhances machine readability • Weaknesses: Commercial conflict of interest: treatment section prominently features Hims products, Author also serves as reviewer - no independent medical review, No author biography or credentials link, The 'Start a consultation' CTA is embedded in the content navigation, blurring editorial and commercial content, Some statistics lack sufficient context (study populations, dates), No information about when to seek emergency care or red flags • Mc Description: The main content is a comprehensive medical condition guide on anorgasmia in men, covering definition, types (primary/secondary), symptoms, psychological and physiological causes, risk factors, diagnostic approaches, treatment options (psychotherapy, sex therapy, medication changes, ED medications, hormonal treatments, penile vibratory stimulation), and prevention tips. It concludes with a summary and 6 cited sources.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting requirements and public financial scrutiny'} • {'source': 'The company has received significant press coverage in major financial and health media outlets'} • {'source': 'Hims operates as a licensed telehealth provider subject to state medical board regulations'} • {'source': 'The platform employs licensed physicians and has published editorial standards'}

Trust Analysis

Transparency: Partial transparency. The author is named and the company is identified. However, the commercial relationship between the medical content and the products being recommended is not explicitly disclosed on this page. The dual role of author/reviewer reduces transparency about the review process. The editorial standards page exists but is not prominently linked from this content. • Trust Factors: Named MD author (Peter J. Stahl, MD) with relevant specialty, Publicly traded company subject to regulatory oversight, Editorial standards page exists, MedicalWebPage structured data with lastReviewed date (2025-02-19), Six peer-reviewed citations with links, About page exists, Content includes appropriate medical disclaimers and recommendations to consult providers • Distrust Factors: No contact information on the page, Author and reviewer are the same person - no independent peer review, Commercial conflict of interest: medical content promotes Hims products, No author credentials page or biography linked from this page, The 'Start a consultation' CTA is embedded within the medical content navigation, Ads are present on a YMYL health page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Peter J. Stahl, MD', 'reviewer': 'Peter J. Stahl, MD (same person)', 'specialty': 'Urology (implied by content expertise)', 'organization': 'Hims & Hers Health, Inc.', 'last_reviewed': '2025-02-19', 'publication_date': '03/02/2025'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content follows a highly templated structure common to telehealth content farms, but this alone does not constitute spam, The page is part of a large conditions library which could indicate scaled content production

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly identifies itself as a Hims health guide, names the author, and the medical information is accurate. The commercial intent (promoting Hims consultations and products) is implicit rather than hidden, which is a common practice for telehealth company health content. The 'Start a consultation' CTA is visible but does not obstruct the main content. The page does not make false claims about its products or the medical condition.

Harm Analysis

Severity: none • Harm Details: The content does not contain harmful information. Medical advice is generally accurate and appropriately caveated with recommendations to consult healthcare providers. The page explicitly warns against stopping prescribed medications without medical supervision. The commercial promotion of Hims products within medical content represents a conflict of interest but does not rise to the level of harmful or misleading content, as the products mentioned (sildenafil, tadalafil) are legitimate treatments discussed in the context of the condition.

Ads Analysis

Ad Placement: The page contains ads as indicated in the metadata. The primary commercial elements visible in the content are internal promotions for Hims products (sildenafil, tadalafil, Cialis, Viagra) embedded within the treatment section and related drug comparisons in the footer area. A 'Start a consultation' CTA appears in the navigation. These are primarily internal commercial promotions rather than third-party display ads. • User Experience Impact: The commercial elements are integrated into the content in a way that could influence medical decision-making, as product recommendations appear within treatment guidance. However, they do not appear to physically obstruct the main content. The floating CTA bar may be mildly intrusive on mobile.

Recommendations

Critical Issues

• Author and reviewer are the same person (Peter J. Stahl, MD) - this undermines the independence of the medical review process and is a significant E-E-A-T weakness for YMYL content

• Commercial conflict of interest is not disclosed: the treatment section recommends specific Hims products (sildenafil, tadalafil) without disclosing that these are sold by the page publisher

Improvements

• Add an independent medical reviewer separate from the author, with their credentials clearly displayed

• Create and link a detailed author biography page for Peter J. Stahl, MD including board certifications, institutional affiliations, and clinical experience

• Add explicit disclosure of the commercial relationship between the medical content and Hims products recommended within it

• Add contact information (at minimum a customer support email or link) to the page

• Separate treatment recommendations from product promotions more clearly, or add a disclosure statement when Hims products are mentioned

• Add a 'When to see a doctor urgently' or red flags section for serious underlying conditions

• Consider adding patient perspective or testimonials (with appropriate anonymization) to demonstrate real-world experience

• Expand the author credentials section to include specialty training, board certifications, and institutional affiliations

Strengths

• Comprehensive, well-organized coverage of anorgasmia including types, causes, diagnosis, treatment, and prevention

• Six peer-reviewed citations with links to PubMed/PMC sources

• Named MD author with relevant specialty expertise

• MedicalWebPage structured data with lastReviewed date

• Published by a publicly traded, regulated telehealth company with editorial standards

• Accurate medical information with appropriate caveats and recommendations to consult healthcare providers

• Accessible language appropriate for general audience without sacrificing clinical accuracy

135 https://hims.com/conditions/erectile-dysfunction N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

136 https://hims.com/conditions/low-testosterone

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:47

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

137 https://hims.com/conditions/pelvic-floor-dysfunction 73

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:52

Scores at a Glance

74	PQ Score	72	E-E-A-T Overall	62	Experience	78	Expertise
72	Authoritativeness	74	Trust	82	Content Effort	68	Originality
80	Skill	80	Accuracy	76	Reputation		

Page Quality

PQ Rating	high
PQ Score	74

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to educate men about pelvic floor dysfunction including symptoms, causes, risk factors, diagnosis, treatments, and prevention. It successfully fulfills this educational purpose while also serving as a lead-generation page for Hims telehealth consultations. • Rating Justification: The page provides comprehensive, medically accurate information about pelvic floor dysfunction written by a named MD. It covers the full spectrum from overview to prevention with cited sources. The commercial context (Hims telehealth platform) and self-promotion of branded products slightly reduce the rating from highest, but the content quality, sourcing, and expertise signals are strong enough for a High rating.

E-E-A-T

Overall	72
Experience	62
Expertise	78
Authoritativeness	72
Trust	74

E-E-A-T Analysis

Key Strengths: Named MD author and reviewer with specialty relevance (urology), 18 peer-reviewed citations from credible sources (PubMed, Nature, NICHD), Comprehensive coverage of symptoms, causes, diagnosis, and treatment, MedicalWebPage structured data with last-reviewed date, Editorial standards page referenced • Key Weaknesses: Author/reviewer is the same person (Peter J. Stahl, MD), reducing independent review credibility, Commercial conflict of interest: page promotes Hims-branded products and medications, No separate independent medical reviewer distinct from the author, Author credentials/bio not fully detailed on this page, Contact information absent from the page • Trust Evidence: The page has structured data with MedicalWebPage schema, a last-reviewed date (2024-12-13), named medical reviewer/author, 18 cited sources with links, editorial standards disclosure, and an About page. No contact info is directly on this page. The commercial nature of Hims (selling ED/PE treatments) creates a potential bias in treatment recommendations. • Expertise Evidence: Peter J. Stahl, MD is listed as both author and reviewer, suggesting a medical doctor with relevant specialty (urology). The content covers symptoms, causes, risk factors, diagnosis, treatments, and prevention comprehensively. 18 peer-reviewed sources are cited from PubMed, Nature, and academic journals. Medical terminology is used accurately alongside accessible explanations. • Experience Evidence: The content is written by Peter J. Stahl, MD, a urologist, which implies clinical experience with pelvic floor dysfunction patients. The writing uses relatable analogies (plumbing metaphor) suggesting practical communication experience. However, no personal patient case studies or first-hand clinical anecdotes are provided beyond general medical knowledge. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company with significant brand recognition. The page cites NICHD, peer-reviewed studies, and academic institutions. The structured data includes MedicalWebPage schema. However, the page also promotes Hims products (ED medications, PE treatments) which creates a commercial conflict of interest that slightly reduces authoritativeness.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page covers a medical condition (pelvic floor dysfunction) including symptoms, diagnosis methods, and treatment options including prescription medications. Users may make health decisions based on this content, including whether to seek medical care and what treatments to pursue. • Potential Harm: Inaccurate medical information could lead users to delay seeking appropriate care, self-diagnose incorrectly, or pursue inappropriate treatments. The promotion of specific medications (sildenafil, tadalafil, sertraline) without adequate safety context could be harmful. • Standards Required: Highest standards of medical accuracy, clear author credentials, independent medical review, transparent disclosure of commercial interests, and strong sourcing from authoritative medical literature.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all relevant aspects of the condition, Clear, accessible language with medical accuracy, Specific actionable advice (Kegel exercise instructions, lifestyle changes), Detailed medication options with brand and generic names, 18 peer-reviewed citations supporting claims, Male-specific focus that differentiates from generic pelvic floor content • Weaknesses: Word count of 538 in metadata seems to undercount the actual substantial content, Commercial product promotion integrated into medical content without clear separation, No images of exercises or anatomical diagrams described in the content, The 'A Final Word' summary section is somewhat redundant with earlier content • Mc Description: The main content is a comprehensive medical guide on pelvic floor dysfunction in men, covering anatomy, symptoms, causes, risk factors, diagnostic tests, treatment options (exercises, physical therapy, lifestyle changes, medications), and prevention. The content is well-structured with numbered sections and a table of contents.

Trust & Reputation

Trust Level	high
Reputation Score	76
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': 'The company has been covered by major financial and health media outlets including Forbes, CNBC, and health publications'} • {'source': 'Hims operates under FDA and state medical board regulations as a telehealth platform'} • {'source': 'Editorial standards page is referenced and accessible on the site'} • {'source': 'MedicalWebPage structured data with named physician reviewer and last-reviewed date'}

Trust Analysis

Transparency: Moderate transparency. The commercial nature of the site is apparent but not explicitly disclosed within the medical content. The author is named and their MD credentials are stated. Editorial standards are referenced. However, the dual role of author/reviewer and the promotion of proprietary products without explicit conflict-of-interest disclosure reduces full transparency. • Trust Factors: Named MD author/reviewer with relevant specialty, 18 peer-reviewed citations from credible sources, Publicly traded company with regulatory oversight, Editorial standards disclosure, MedicalWebPage schema with last-reviewed date (December 2024), Consistent advice to consult healthcare professionals, About page present • Distrust Factors: No contact information on the page, Same person listed as both author and reviewer (not independent review), Commercial conflict of interest: promotes Hims-branded products within medical content, No separate credentials/bio page for the author linked from this page, Telehealth business model creates incentive to recommend treatments available through their platform

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Peter J. Stahl, MD', 'reviewer': 'Peter J. Stahl, MD', 'specialty': 'Urology (implied by content focus)', 'organization': 'Hims & Hers Health, Inc.', 'publication_date': '2024-12-13'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None identified - content appears original and substantive

Deception Analysis

Severity: minor • Deception Details: The page is primarily a medical information guide with integrated commercial elements. While the commercial intent (driving consultations and product sales) is not prominently disclosed within the content, this is a common and generally accepted practice for telehealth company health content. The medical information itself is accurate and not deceptive. The same-person author/reviewer setup could be considered mildly misleading about the independence of the review process.

Harm Analysis

Severity: none • Harm Details: The content is generally accurate and helpful. The integration of commercial product promotion within medical content could be considered mildly misleading, but the information itself is not harmful. Users are consistently advised to consult healthcare professionals. The content does not make false claims about treatments.

Ads Analysis

Ad Placement: The page contains promotional content for Hims products integrated within the medical content (mentions of Hard Mint Chewable ED Meds, Hims Climax control, and links to consultations). There is also a floating CTA for consultations. These are native/integrated promotions rather than traditional display ads. • User Experience Impact: The integrated promotional content is generally non-obstructive and contextually relevant to the medical topic. The 'Start a consultation' CTA is clearly commercial. The product mentions within treatment sections could be seen as biased recommendations but do not significantly obstruct the main content.

Recommendations

Critical Issues

• Same physician listed as both author and reviewer undermines the independence of the medical review process for a YMYL health page

• Commercial product promotion (Hims-branded medications) integrated within medical treatment recommendations without explicit conflict-of-interest disclosure

Improvements

- Add an independent medical reviewer separate from the author to strengthen the review process credibility
- Include a clear conflict-of-interest disclosure noting that Hims sells treatments mentioned in the article
- Add contact information or a clear path to reach medical staff for questions
- Expand the author bio with specific credentials, board certifications, and institutional affiliations
- Separate commercial product recommendations from purely informational treatment content more clearly
- Add anatomical diagrams or exercise illustrations to improve user experience and content value
- Include information about when symptoms require emergency care

Strengths

- Comprehensive, well-organized coverage of pelvic floor dysfunction with 7 major sections
- 18 peer-reviewed citations from credible sources (PubMed, Nature, NICHD)
- Named MD author with relevant specialty providing genuine expertise signals
- Male-specific focus that addresses an underserved information need
- MedicalWebPage structured data with last-reviewed date demonstrating content maintenance
- Consistent advice to consult healthcare professionals throughout the content
- Actionable treatment information including specific exercise instructions and medication options

138 https://hims.com/conditions/premature-ejaculation 74

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:43

Scores at a Glance

74	PQ Score	77	E-E-A-T Overall	72	Experience	82	Expertise
75	Authoritativeness	78	Trust	80	Content Effort	72	Originality
78	Skill	82	Accuracy	76	Reputation		

Page Quality

PQ Rating	high
PQ Score	74

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to educate users about premature ejaculation — its definition, symptoms, causes, risk factors, diagnosis, treatment options, and prevention — while also promoting Hims' PE treatment services. • Rating Justification: The page is produced by a legitimate telehealth company with a named, credentialed medical author who is a board-certified urologist. Content is medically accurate, covers symptoms, causes, risk factors, diagnosis, treatment, and prevention comprehensively. The commercial intent is clear but disclosed. The page meets the needs of users seeking health information about PE. It falls short of 'highest' due to commercial bias, limited citations, and absence of contact information.

E-E-A-T

Overall	77
Experience	72
Expertise	82
Authoritativeness	75
Trust	78

E-E-A-T Analysis

Key Strengths: Named, credentialed medical author and reviewer (board-certified urologist), Accurate use of clinical definitions from recognized medical organizations, Transparent about FDA approval status and off-label use, Structured data with MedicalWebPage schema and review date, Includes video content with physician explanation • Key Weaknesses: Commercial conflict of interest — Hims sells the treatments discussed on the page, No contact information present on the page, Author bio details not fully visible in page structure (no dedicated author page link confirmed), Word count of 538 seems low for the breadth of topics covered (though content excerpt is extensive), Citations are limited — only one specific study (1998 sertraline study) is explicitly referenced • Trust Evidence: The page has structured data (MedicalWebPage schema), a named medical reviewer (Dr. Peter J. Stahl, MD), a publication/review date, and references to clinical studies. The content is transparent about off-label medication use and FDA approval status. However, there is no contact info present, and the page is commercially motivated (Hims sells PE treatments). The page discloses that prescription products require consultation. • Expertise Evidence: Dr. Peter J. Stahl, MD is a board-certified urologist with a specialty in men's sexual health. The content covers clinical definitions from the International Society of Sexual Medicine, discusses specific medications (SSRIs, PDE5 inhibitors, topical anesthetics), cites a 1998 clinical study on sertraline, and explains physiological mechanisms (serotonin levels, ejaculatory latency). Medical terminology is used accurately and appropriately. • Experience Evidence: Content is authored and reviewed by Dr. Peter J. Stahl, MD, identified as a board-certified urologist and SVP of Men's Sexual Health at Hims. The video transcript features Dr. Stahl speaking directly about PE from clinical experience. The page includes a 'Reviewed by' and 'Written by' attribution with a publication date of 04/16/2024. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company with established brand recognition in men's health. The page references authoritative sources like the International Society of Sexual Medicine. Structured data includes MedicalWebPage schema with reviewedBy attribution. The site has an About page and is a known commercial health platform.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page covers a medical condition (premature ejaculation), discusses prescription medications (SSRIs, PDE5 inhibitors), describes medical treatments and their mechanisms, and could influence health decisions. It directly promotes telehealth consultations and prescription services. • Potential Harm: Inaccurate medical information could lead users to self-diagnose incorrectly, delay seeking appropriate care, or misuse medications. The page promotes specific prescription treatments which could influence medication decisions. • Standards Required: High standards of medical accuracy, clear authorship by qualified medical professionals, transparent disclosure of commercial relationships, citations to peer-reviewed sources, and clear guidance to consult healthcare providers.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major aspects of PE from a medical perspective, Medication comparison table provides clear, structured information, Video with full transcript adds multimedia value and accessibility, Clear section navigation with numbered headings, Transparent about commercial offerings while maintaining educational tone, Distinguishes between lifelong and acquired PE appropriately • Weaknesses: Commercial CTAs ('Start a consultation') are integrated throughout, which may bias content presentation, Limited formal citations — most claims lack linked references, The 538 word count reported in metadata seems inconsistent with the extensive content excerpt, suggesting possible metadata inaccuracy, Prevention section appears truncated in the excerpt • Mc Description: The main content is a comprehensive medical condition guide covering premature ejaculation with sections on overview/definition, symptoms, causes (physical and psychological), risk factors, diagnosis, treatment (medications, behavioral therapy, counseling), and prevention. It includes a physician-authored video, a medication comparison table, and links to related treatment pages.

Trust & Reputation

Trust Level	high
Reputation Score	76
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • The company is a licensed telehealth provider operating in the US • Dr. Peter J. Stahl, MD is a verifiable board-certified urologist

Trust Analysis

Transparency: The page is reasonably transparent about its commercial nature. It identifies the author and reviewer, discloses that prescription products require consultation, and notes FDA approval status. However, the commercial motivation could influence content emphasis and treatment recommendations. • Trust Factors: Named, credentialed medical author and reviewer with verifiable credentials, Publicly traded company with regulatory oversight, MedicalWebPage structured data with review date, Transparent disclosure of commercial relationship and prescription requirements, Content reviewed by a specialist (urologist) appropriate to the topic, Accurate medical information consistent with established clinical guidelines • Distrust Factors: No contact information present on the page, Significant commercial conflict of interest — the author's employer sells the treatments discussed, Limited formal citations to peer-reviewed literature, The page functions partly as a marketing funnel for Hims' telehealth services

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Dr. Peter J. Stahl, MD', 'reviewer': 'Dr. Peter J. Stahl, MD', 'organization': 'Hims & Hers Health, Inc.', 'publication_date': '2024-04-16', 'author_credentials': "Board-certified urologist, SVP of Men's Sexual Health at Hims"}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The commercial purpose is clear, the author is identified, and the content accurately represents medical information. The page does not make false claims about its treatments and appropriately notes the lack of FDA-approved PE-specific medications.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It accurately describes PE, its treatments, and appropriately advises users to consult healthcare providers. It discloses that prescription products require medical consultation. The commercial promotion of Hims' services is transparent rather than deceptive.

Ads Analysis

Ad Placement: The page contains promotional content for Hims' own PE treatment products (delay spray, wipes, sertraline, ED medications) integrated within the educational content. There is also a floating CTA ('Start a consultation'). These are first-party promotional elements rather than third-party display ads. • User Experience Impact: The promotional elements are contextually relevant to the medical content and do not appear to obstruct the main educational content. The CTA is persistent but not intrusive. The integration of product promotion within medical content is a common pattern for telehealth companies.

Recommendations

Critical Issues

• Commercial conflict of interest is significant — the medical author works for the company selling the treatments discussed, which could bias treatment recommendations and undermine trust for YMYL content

• Absence of contact information on a YMYL health page reduces trust signals

Improvements

• Add a formal references/citations section with links to peer-reviewed studies supporting key claims

• Include contact information for the organization on or linked from the page

• Add a more detailed author biography page for Dr. Stahl with verifiable credentials and professional affiliations

• Update the 1998 sertraline study citation with more recent clinical evidence

• Consider adding a clear disclosure statement about the commercial relationship between the content and Hims' treatment offerings

• Add information about when to seek emergency medical care or specialist referral

Strengths

• Named, board-certified urologist as both author and reviewer — appropriate expertise for the topic

• Comprehensive coverage of all major aspects of PE including clinical definitions from recognized medical organizations

• Transparent about FDA approval status and off-label medication use

• Multimedia content (video with full transcript) adds value and accessibility

• MedicalWebPage structured data with review date supports trust signals

• Medication comparison table provides clear, actionable information for users

139 https://hims.com/conditions/retrograde-ejaculation 70

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:49

Scores at a Glance

72	PQ Score	65	E-E-A-T Overall	55	Experience	72	Expertise
65	Authoritativeness	68	Trust	78	Content Effort	65	Originality
75	Skill	80	Accuracy	70	Reputation		

Page Quality

PQ Rating	high
PQ Score	72

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about retrograde ejaculation — its symptoms, causes, diagnosis, and treatment options. It successfully fulfills this informational purpose while also serving as a lead-generation page for Hims telehealth consultations. • Rating Justification: The page provides comprehensive, medically accurate information about retrograde ejaculation written by a named urologist with relevant credentials. It covers overview, symptoms, causes, risk factors, diagnosis, treatment, and prevention with appropriate clinical depth and 11 cited sources. The commercial context and self-review slightly reduce the rating from high_plus, but the content quality, sourcing, and expertise signals are strong enough for a High rating.

E-E-A-T

Overall	65
Experience	55
Expertise	72
Authoritativeness	65
Trust	68

E-E-A-T Analysis

Key Strengths: Named MD author and reviewer with specialty relevance (urology), 11 peer-reviewed and authoritative citations, MedicalWebPage structured data with review date, Clinically accurate and detailed content covering causes, symptoms, diagnosis, treatment, Clear last-reviewed date of August 2024 • Key Weaknesses: Same person authored and reviewed the content — no independent editorial review, Commercial conflict of interest: Hims sells sexual health treatments and the page includes CTAs to 'Start a consultation', No visible contact information on the page, Author credentials/bio not fully displayed in the extracted content, Relatively short word count (~630 words per metadata, though content excerpt is much longer — possible discrepancy) • Trust Evidence: The page has structured data (MedicalWebPage schema), cites 11 credible sources, identifies a named MD author/reviewer, has a last-reviewed date (2024-08-14), and links to an About page. However, there is no contact info visible, no separate editorial review by a different clinician, and the commercial nature of the site (selling ED/sexual health products) creates a conflict of interest for YMYL health content. • Expertise Evidence: Peter J. Stahl, MD is identified as the author and reviewer, suggesting medical expertise. The content covers anatomy, pathophysiology, medications (alpha-blockers, antidepressants, antipsychotics), surgical procedures (TURP, HoLEP, Urolift), diagnostic criteria (post-ejaculate urinalysis, 5 sperm per high-power field), and treatment options with appropriate clinical detail. Medical terminology is used correctly and explained accessibly. • Experience Evidence: The content is written and reviewed by Peter J. Stahl, MD, a urologist, which implies clinical experience with the condition. However, there is no personal patient experience narrative, and the author bio details are minimal in the extracted content. The page notes 'Written by Peter J. Stahl, MD' and 'Reviewed by Peter J. Stahl, MD' — the same person authored and reviewed, which slightly weakens the review process. • Authoritativeness Evidence: Hims is a well-known telehealth company. The page cites 11 peer-reviewed sources including PubMed articles, EAU guidelines, FDA drug labels, and ISSM resources. The structured data includes MedicalWebPage schema with a named physician reviewer. However, the site is primarily a commercial telehealth platform selling treatments, which introduces potential bias.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page covers a medical condition (retrograde ejaculation), including its causes, symptoms, diagnosis, and treatment options including medications and surgical procedures. Users may make health decisions based on this content, including whether to seek medical care, change medications, or pursue fertility treatments. • Potential Harm: Inaccurate or misleading medical information could lead users to delay seeking appropriate care, self-diagnose incorrectly, or make uninformed decisions about medications (e.g., stopping alpha-blockers without consulting a doctor). The fertility treatment section could also influence significant life decisions. • Standards Required: High standards of medical accuracy, clear identification of qualified medical authors/reviewers, transparent disclosure of commercial interests, citations to peer-reviewed sources, and recommendation to consult healthcare providers — most of which are present but with some gaps.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all relevant aspects of the condition, Appropriate clinical depth with specific statistics and named medications, Clear structure with navigable sections and table of contents, 11 peer-reviewed citations from credible sources (PubMed, EAU, FDA, ISSM), Accessible language that explains medical terms without oversimplifying, Includes fertility treatment options relevant to affected users, Last-reviewed date and named physician reviewer • Weaknesses: Commercial CTAs ('Start a consultation,' 'Find my treatment,' 'Get started') interrupt the informational flow and create a conflict of interest, The same physician authored and reviewed the content without independent editorial oversight, No explicit disclaimer about the commercial nature of the site or potential bias, Prevention section is relatively thin compared to other sections, No patient perspective or experiential content to complement clinical information • Mc Description: The main content is a comprehensive medical condition guide covering retrograde ejaculation across 7 sections: overview/definition, symptoms, causes (medications, surgery, medical conditions), risk factors, diagnosis, treatment (medication changes, pharmacotherapy, fertility options), and prevention. It includes specific clinical details, statistics, and 11 cited sources.

Trust & Reputation

Trust Level	high
Reputation Score	70
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': 'The page cites FDA drug labels, EAU guidelines, PubMed-indexed studies, and ISSM resources — all authoritative external sources'} • {'source': 'MedicalWebPage structured data with named physician reviewer and last-reviewed date signals editorial process'} • {'source': 'Hims operates as a licensed telehealth platform subject to state medical board regulations and FTC oversight'}

Trust Analysis

Transparency: Moderate transparency. The page identifies the author/reviewer by name and credentials, cites sources, and provides a review date. However, the commercial nature of the site and the lack of independent editorial review reduce full transparency. The CTAs to 'Start a consultation' are clearly commercial but not explicitly disclosed as such within the content. • Trust Factors: Named MD author/reviewer (Peter J. Stahl, MD) with implied urology specialty, 11 credible citations including peer-reviewed studies and authoritative guidelines, MedicalWebPage schema with last-reviewed date (August 2024), Publicly traded company with regulatory accountability, About page present, No suspicious patterns detected, Content is medically accurate and appropriately hedged • Distrust Factors: No contact information visible on the page, Same physician authored and reviewed — no independent editorial review, Commercial conflict of interest: page sells telehealth consultations for the conditions it describes, Author credentials/bio not prominently displayed, No explicit disclosure of commercial relationship between content and services offered

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'author': 'Peter J. Stahl, MD', 'reviewer': 'Peter J. Stahl, MD', 'specialty': 'Implied urology based on content expertise', 'review_date': '2024-08-14', 'organization': 'Hims & Hers Health, Inc.'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is substantive and well-cited, No keyword stuffing or thin content patterns, No suspicious patterns flagged in metadata

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The commercial purpose (telehealth consultations) is evident from the CTAs, and the informational content is medically accurate. The page does not misrepresent the author's credentials, fabricate statistics, or hide its commercial nature. The CTAs are clearly labeled as consultation prompts rather than disguised as editorial content.

Harm Analysis

Severity: none • Harm Details: The content does not contain harmful information. Medical claims are appropriately hedged, users are directed to consult healthcare providers, and the information is consistent with established medical knowledge. The commercial CTAs are transparent about their purpose. No harmful stereotypes, dangerous advice, or misleading health claims were identified.

Ads Analysis

Ad Placement: The page contains CTAs for Hims telehealth consultations ('Start a consultation,' 'Find my treatment,' 'Get started,' 'Be ready for sex whenever you're in the mood') embedded within the content. These are first-party promotional elements rather than third-party display ads. They appear at contextually relevant points (after symptom description, within treatment section) rather than interrupting the main informational flow. • User Experience Impact: The CTAs are moderately intrusive as they appear mid-content and may distract from the informational purpose. However, they are clearly labeled and do not obstruct the main content. The overall user experience remains functional for information-seeking users.

Recommendations

Critical Issues

• Same physician authored and reviewed the content — this undermines the independence of the editorial review process for YMYL health content

• No contact information visible on the page, which is a trust signal gap for a YMYL health page

Improvements

• Add independent medical review by a second qualified physician separate from the author to strengthen editorial credibility

• Include a prominent disclosure of the commercial relationship between the informational content and Hims telehealth services

• Add a detailed author bio for Peter J. Stahl, MD including board certifications, institutional affiliations, and years of experience

• Add visible contact information (customer support, medical team contact) to improve trust signals

• Expand the prevention section with more evidence-based recommendations specific to retrograde ejaculation

• Consider adding a patient FAQ section addressing common concerns about fertility and sexual function

Strengths

• Comprehensive, clinically accurate content covering all major aspects of the condition written by a named MD

• 11 peer-reviewed and authoritative citations from PubMed, EAU guidelines, FDA labels, and ISSM

• MedicalWebPage structured data with named reviewer and last-reviewed date (August 2024)

• Clear, accessible writing that balances medical accuracy with patient-friendly language

• Hims is a publicly traded, regulated telehealth company with established reputation and accountability

140 https://hims.com/consumer-health-data-privacy-policy 70

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:37

Scores at a Glance

72	PQ Score	68	E-E-A-T Overall	55	Experience	70	Expertise
75	Authoritativeness	72	Trust	82	Content Effort	60	Originality
78	Skill	75	Accuracy	74	Reputation		

Page Quality

PQ Rating	high
PQ Score	72

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a formal consumer health data privacy policy disclosure, informing users about what health data is collected, how it is used, with whom it is shared, and users' rights regarding their data. It fulfills this purpose comprehensively. • Rating Justification: This is a legitimate, detailed consumer health data privacy policy from a well-known telehealth company. It fulfills its stated purpose comprehensively, covering data collection, use, sharing, and legal compliance. The content is thorough (6,276 words), legally structured, and specific to the company's operations. It falls short of highest due to missing contact info, no author attribution, no structured data, and the presence of ads on a privacy-sensitive page.

E-E-A-T

Overall	68
Experience	55
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: Comprehensive and detailed disclosure of consumer health data categories and purposes, Published by a legitimate, publicly traded telehealth company on its official domain, Legally structured content consistent with state consumer health data privacy laws, Transparent identification of affiliate entities sharing data • Key Weaknesses: No named author or legal counsel identified for accountability, No contact information provided on the page for privacy inquiries, No structured data markup to verify document authenticity, Ads present on a sensitive privacy policy page, which is unusual and slightly undermines trust • Trust Evidence: The policy is comprehensive and transparent about data collection, use, and sharing practices. It identifies specific affiliate entities and describes legal compliance obligations. However, there is no contact information on this page, no named author or legal counsel, and no structured data to verify authenticity. The presence of ads on a privacy policy page is a minor trust concern. • Expertise Evidence: The document demonstrates legal and regulatory expertise through detailed categorization of consumer health data types, explicit purpose-of-use tables, and references to applicable law compliance. The structure follows standard privacy policy conventions consistent with state consumer health data laws (e.g., Washington My Health MY Data Act). Terminology is precise and legally informed. • Experience Evidence: The policy is written by a recognized telehealth company (Hims & Hers Health, Inc.) that operates in the consumer health space. The document reflects operational experience with consumer health data handling, referencing specific subsidiaries (Hims, Inc., H&H; Derm, LLC) and real-world data practices. However, no named legal or privacy expert authored the document. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in the consumer health space. The policy is hosted on the official company domain (hims.com), lending institutional authority. No third-party certifications or seals are mentioned on this page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns consumer health data privacy, covering sensitive categories including physical and mental health status, sexual and reproductive health, biometric information, and government-issued identifiers. Privacy policies governing health data have direct implications for user safety, financial security, and personal wellbeing. • Potential Harm: Misrepresentation or inadequacy in a health data privacy policy could lead to unauthorized data sharing, identity theft, discrimination based on health status, or violations of users' legal rights. Users rely on this document to understand how their most sensitive personal information is handled. • Standards Required: Highest standards of legal accuracy, transparency, completeness, and trustworthiness are required. The policy must accurately reflect actual data practices and comply with applicable privacy laws (HIPAA, state consumer health data laws, CCPA, etc.).

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Detailed and specific categorization of sensitive health data types, Purpose-of-use tables clearly mapping data categories to business purposes, Transparent disclosure of affiliate entities and third-party sharing, Comprehensive coverage of data sources including corporate affiliates and public sources • Weaknesses: No H1 heading, which is a structural gap for a document of this importance, No visible effective date or version number in the excerpt, No user rights section visible in the excerpt (right to access, delete, opt-out), No contact information for privacy inquiries embedded in the policy • Mc Description: The main content is a formal consumer health data privacy policy that systematically discloses: (1) categories of consumer health data collected, (2) sources of that data, (3) purposes of use mapped to data categories in table format, (4) data sharing practices including affiliates and legal disclosures. The content is well-organized and comprehensive.

Trust & Reputation

Trust Level	high
Reputation Score	74
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company on NYSE (ticker: HIMS) • Company has significant media coverage and brand recognition in telehealth sector • Official company domain (hims.com) hosting the policy

Trust Analysis

Transparency: The policy is largely transparent about data collection and sharing practices, including sensitive health data categories. However, the absence of contact information, author attribution, and an effective date reduces full transparency. The presence of ads on a privacy policy page is an unusual practice that slightly undermines the professional presentation. • Trust Factors: Published on official company domain by a publicly traded, regulated telehealth company, Comprehensive and detailed disclosure consistent with legal compliance requirements, Specific identification of subsidiary entities sharing data, Transparent about broad data collection and sharing practices rather than obscuring them • Distrust Factors: No contact information for privacy inquiries on this page, No named author or legal counsel for accountability, Ads present on a sensitive privacy policy page, No structured data or trust seals to verify document authenticity, No visible effective date in the excerpt

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'company': 'Hims & Hers Health, Inc.', 'exchange': 'NYSE: HIMS', 'subsidiaries_mentioned': ['Hims, Inc.', 'H&H; Derm, LLC']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly identifies itself as a consumer health data privacy policy for Hims & Hers Health, Inc. The content is straightforward legal disclosure. While the breadth of data collection described is extensive, it is disclosed transparently rather than hidden.

Harm Analysis

Severity: none • Harm Details: The page itself is a privacy policy disclosure document and does not contain harmful content. It is informational and legally required. The data practices described (collection of sensitive health data) are disclosed transparently rather than concealed. No misleading claims, hate speech, or dangerous content is present.

Ads Analysis

Ad Placement: Ads are reported as present on this page. The specific placement is not detailed in the page structure data, but ads on a privacy policy page are unusual and potentially inappropriate. • User Experience Impact: The presence of ads on a consumer health data privacy policy page is atypical and slightly undermines the professional and trustworthy presentation expected of a legal compliance document. It does not appear to obstruct the main content but raises questions about the page's design priorities.

Recommendations

Critical Issues

• No contact information for privacy inquiries on a page governing sensitive consumer health data — this is a significant gap for a YMYL document

• Presence of ads on a consumer health data privacy policy page is inappropriate and undermines trust in a sensitive legal context

Improvements

• Add a clearly visible effective date and version number to the policy for transparency and currency verification

• Include contact information for privacy inquiries (e.g., privacy officer email, mailing address) directly on this page

• Add structured data markup (e.g., schema.org/WebPage or SpecialAnnouncement) to improve machine-readable trust signals

• Remove or relocate ads from this privacy policy page to maintain professional presentation appropriate for a legal compliance document

• Add an explicit user rights section detailing how users can access, correct, delete, or opt out of consumer health data processing

• Name the legal or privacy team responsible for the policy to improve author accountability

Strengths

• Comprehensive and detailed disclosure of consumer health data categories, sources, and purposes in a well-organized format

• Published by a legitimate, publicly traded telehealth company on its official domain with strong brand recognition

• Transparent identification of affiliate entities and third-party data sharing scenarios

• Purpose-of-use tables provide clear mapping between business activities and data categories, demonstrating legal sophistication

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https://hims.com/drugs/compare

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:35

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

142 https://hims.com/drugs/info 55

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:35

Scores at a Glance

52	PQ Score	64	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	65	Trust	45	Content Effort	50	Originality
55	Skill	60	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an index/hub for drug and medication information, helping users navigate to specific drug information pages. It successfully lists medications by category and provides A-Z browsing functionality. • Rating Justification: The page serves as a drug information hub/index page for a legitimate telehealth company. It provides navigation to individual drug pages and lists popular medications by category. However, the page itself has very thin content (166 words), no substantive medical information, no author attribution, and functions primarily as a navigation/directory page rather than providing meaningful health information.

E-E-A-T

Overall	64
Experience	55
Expertise	65
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Established telehealth brand with regulatory oversight, Uses MedicalWebPage structured data schema, Has About page and editorial standards page linked in footer, Publicly traded company with accountability • Key Weaknesses: No author or medical reviewer identified on the hub page, No contact information visible on this specific page, Hub page has very thin content (166 words), No citations or references to medical sources • Trust Evidence: The page has an About page, structured data (MedicalWebPage, BreadcrumbList), canonical URL, and is from a regulated telehealth company. However, no contact info is visible on this specific page, and no author/reviewer is identified for the hub content. • Expertise Evidence: Hims is a telehealth platform with licensed providers. The page references 'designed by doctors' and the company has medical experts listed on their site. However, the hub page itself lacks visible author credentials or medical reviewer information. • Experience Evidence: The page is a hub/index page for drug information from Hims, a telehealth company. It lists medications they offer or cover, suggesting clinical experience, but the hub page itself contains minimal first-hand experience content. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The domain hims.com is an established health platform. Structured data includes MedicalWebPage schema, indicating awareness of medical content standards.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is explicitly about drugs and medications, including prescription medications for erectile dysfunction, hair loss, mental health, and weight loss. Drug information directly impacts health decisions and safety. • Potential Harm: Users seeking drug information may make health decisions based on content. Incorrect or incomplete drug information could lead to medication misuse, dangerous interactions, or delayed medical care. • Standards Required: Requires high E-E-A-T standards: medical expertise, professional credentials, accurate information, clear authorship, and medical review processes. Content should be reviewed by licensed healthcare professionals.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear categorization of medications by health condition, A-Z browsing functionality for comprehensive drug lookup, Logical organization matching user intent for drug information • Weaknesses: Extremely thin content at 166 words, No substantive drug information on the hub page itself, Promotional weight loss content dominates the page, No medical disclaimers or guidance on the hub page, No explanation of what information users will find in drug pages • Mc Description: The main content consists of a brief description ('Learn more about common medications, including uses, side effects, dosing, and more.'), an A-Z alphabetical navigation, and categorized lists of popular medications under Weight Loss, Sex, Hair, and Mental Health categories. The page also includes a promotional ATF hero section for weight loss services.

Trust & Reputation

Trust Level	medium

Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Publicly traded company (NYSE: HIMS) • Regulated telehealth platform • Has editorial standards page • Has medical experts page

Trust Analysis

Transparency: Moderate transparency - the company is publicly known and regulated, but the specific hub page lacks author attribution and medical review information that would be expected for YMYL health content. • Trust Factors: Established telehealth company with regulatory oversight, Publicly traded with financial accountability, Has About page, editorial standards, and medical experts pages, Uses appropriate medical schema markup, Licensed healthcare providers on platform • Distrust Factors: No contact information on this specific page, No author or medical reviewer identified, Promotional content mixed with informational content, No visible medical disclaimers on hub page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'regulation': 'Publicly traded (NYSE: HIMS), licensed telehealth platform', 'medical_staff': 'Licensed healthcare providers'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a drug information hub. The promotional content for weight loss is clearly presented as a service offering. No deceptive patterns detected.

Harm Analysis

Severity: none • Harm Details: The page itself does not contain harmful content. It is a navigation hub for drug information from a licensed telehealth provider. The promotional content for weight loss medications is clearly labeled and links to appropriate pages.

Ads Analysis

Ad Placement: The page includes a promotional banner for Wegovy weight loss medication and a hero section promoting weight loss services. These are first-party promotional content rather than third-party ads, integrated into the page design. • User Experience Impact: The promotional hero section takes up significant page real estate but does not obstruct the main drug information navigation. The promo banner at the top is standard for the site.

Recommendations

Critical Issues

• No author or medical reviewer identified on a YMYL health page

• Extremely thin content (166 words) for a drug information hub on a YMYL topic

• No contact information visible on the page

Improvements

• Add medical reviewer attribution and credentials to the hub page

• Include a brief but substantive introduction explaining what drug information is covered and how it's reviewed

• Add visible contact information or link to customer support on the page

• Include medical disclaimers appropriate for drug information content

• Separate promotional content more clearly from informational content

• Add a brief description of the editorial/medical review process for drug information

Strengths

• Established, regulated telehealth company with positive reputation

• Proper use of MedicalWebPage structured data schema

• Logical organization of medications by health condition category

• Links to editorial standards and medical experts pages in site footer

• A-Z navigation provides comprehensive drug browsing capability

143 https://hims.com/editorial-standards 62

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:37

Scores at a Glance

62	PQ Score	64	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	65	Trust	60	Content Effort	65	Originality
62	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about the editorial standards, content creation process, medical review procedures, sourcing guidelines, and transparency policies governing health content published on hims.com. • Rating Justification: The page serves a legitimate and important purpose for a YMYL health content publisher by explaining editorial standards, review processes, and sourcing guidelines. It demonstrates reasonable effort and transparency. However, it lacks named personnel, has not been updated since 2022, lacks contact information beyond email, and the main content excerpt is dominated by CSS/JavaScript code rather than readable content, suggesting technical rendering issues. The content that is present is adequate but not comprehensive enough for a leading health information platform.

E-E-A-T

Overall	64
Experience	55
Expertise	65
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Transparent disclosure of commercial relationship between content and telehealth services, Describes multi-step medical review process with specialist reviewers, References high-quality sourcing standards (NIH, CDC, FDA, peer-reviewed research), Provides correction policy and contact email for errors, Links to medical experts page and medical review process page • Key Weaknesses: No named individuals identified as authors or editors on this page, Author listed generically as 'Our Editorial Team' without specific credentials, Last updated date is 2022, suggesting the page may be outdated, No contact phone number or physical address provided, No structured data markup to support E-E-A-T signals • Trust Evidence: The page provides a contact email (blog@forhims.com), links to privacy policy and terms and conditions, discloses the commercial relationship between content and products, and explains correction and update policies. However, no contact phone number or physical address is provided, and author details on this specific page are listed as 'Our Editorial Team' without named individuals. • Expertise Evidence: The page references board-licensed physicians, specialists, and healthcare professionals as reviewers. It mentions a two-step medical research and review process, sourcing guidelines developed with medical and legal advisory boards, and links to a medical experts page. However, the editorial standards page itself does not name specific experts or provide verifiable credentials. • Experience Evidence: The page describes a content creation process involving experienced writers, editors with backgrounds in medical writing, lifestyle writing, and investigative journalism. However, no specific named individuals are identified on this editorial standards page itself, limiting direct demonstration of first-hand experience. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with established brand recognition. The page references NIH, CDC, FDA as acceptable sources, and mentions peer-reviewed research standards. The company has an about page, medical review process page, and medical experts page, suggesting an organized editorial infrastructure.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is an editorial standards page for a telehealth company that publishes health and medical information. The page directly governs the quality and accuracy of health content that users rely on for medical decisions. The parent site (hims.com) provides telehealth services, prescription treatments, and medical information, making this clearly YMYL. • Potential Harm: If editorial standards are inadequate or misleading, users may rely on inaccurate health information for medical decisions, potentially leading to harm. The page itself describes standards that affect the trustworthiness of health content consumed by potentially vulnerable users. • Standards Required: Highest standards of accuracy, transparency, and verifiable expertise are required. Named medical reviewers with verifiable credentials, clear conflict of interest disclosures, and robust fact-checking processes should be explicitly documented.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear organizational structure with logical headings, Transparent disclosure of commercial relationship between editorial content and telehealth services, Specific sourcing standards described (NIH, CDC, FDA, peer-reviewed research from 2015 onward), Correction policy with contact email provided, Links to related pages (medical experts, medical review process) • Weaknesses: No named editors, writers, or medical reviewers identified, Generic 'Our Editorial Team' attribution without individual credentials, Page not updated since 2022 despite being a living document for a health publisher, Lacks detail on conflict of interest policies for medical reviewers, No information about how medical reviewers are selected or their specific qualifications • Mc Description: The main content describes Hims's editorial standards including their content objective, writer and editor qualifications, medical expert review process, compliance standards, sourcing guidelines, content update and removal policies, correction procedures, and transparency disclosures about the commercial relationship between content and products.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant market presence • Has received media coverage from major publications • Subject to regulatory oversight as a telehealth provider

Trust Analysis

Transparency: The page demonstrates moderate transparency by disclosing the commercial relationship between editorial content and telehealth products, providing a correction contact, and explaining the review process. However, it falls short of full transparency by not naming specific editorial staff or medical reviewers, and not providing detailed conflict of interest policies. • Trust Factors: Publicly traded company with regulatory accountability, Transparent disclosure of commercial relationship between content and products, Provides contact email for corrections and feedback, Links to privacy policy and terms and conditions, Describes multi-step medical review process, References established medical authorities (NIH, CDC, FDA) as sourcing standards, Has about page and medical experts page • Distrust Factors: No named individuals identified as authors, editors, or medical reviewers on this page, Page last updated 2022 - potentially outdated for a health publisher, No physical address or phone number provided, Commercial conflict of interest: content publisher is also a product seller, No structured data to verify E-E-A-T claims, No independent third-party verification of editorial standards mentioned

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'services': "Online telehealth platform for men's and women's health"}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly identifies itself as an editorial standards page, transparently discloses the commercial relationship between content and products, and provides accurate information about the content creation process. The page does not make false claims or attempt to mislead users about its purpose.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is an editorial standards disclosure page that transparently explains content creation processes. The commercial relationship between content and products is disclosed. No misleading claims about medical efficacy or safety are made on this specific page.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but based on the content structure, these appear to be internal promotional content for Hims products (e.g., 'Find my treatment' CTA, product listings in footer) rather than third-party display advertising. This is typical for a company's own editorial standards page. • User Experience Impact: The promotional content (CTAs for Hims treatments) is present but appears to be in the footer/supplementary sections rather than interrupting the main editorial standards content. The impact on user experience reading the editorial standards is minimal.

Recommendations

Critical Issues

• No named individuals identified as authors, editors, or medical reviewers - this is a significant gap for a YMYL health publisher's editorial standards page

• Page has not been updated since May 2022, which may indicate the described processes are outdated and undermines trust in the editorial standards

Improvements

• Add named editorial staff members with credentials and professional backgrounds

• List specific medical reviewers with their qualifications, specialties, and credentials

• Update the page (last updated 2022) to reflect current editorial processes and team

• Add a detailed conflict of interest policy for medical reviewers

• Include physical address and phone number for complete contact information

• Add structured data markup (Schema.org) to support E-E-A-T signals

• Expand the transparency section to include more detail about how commercial considerations are separated from editorial decisions

• Add information about the editorial team's size and organizational structure

• Include information about how medical reviewers are selected and vetted

• Fix the grammatical error in the meta description ('worlds' should be 'world's')

Strengths

• Transparent disclosure of commercial relationship between editorial content and telehealth products

• Clear description of multi-step medical review process with links to supporting pages

• Specific sourcing standards described with reference to authoritative sources (NIH, CDC, FDA)

• Correction policy with contact email provided, demonstrating accountability

• Well-organized structure with clear headings covering all major aspects of editorial standards

144 https://hims.com/erectile-dysfunction

54

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:41

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	50	Originality
60	Skill	65	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform men about ED treatment options available through Hims and convert visitors into customers by presenting product options, pricing, and a simple online consultation process. • Rating Justification: This is a YMYL health page (prescription ED medications) from a known telehealth company. The page serves a legitimate commercial purpose with some regulatory disclosures, but lacks the depth, authorship transparency, and clinical detail expected for high-quality medical/health content. It functions adequately as a product catalog page but falls short of high-quality standards for YMYL health content due to missing author credentials, limited clinical information, and absence of contact/about information.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Legitimate, publicly known telehealth company with regulatory compliance disclosures, Includes FDA disclaimers for compounded products and prescription requirements, Proper trademark attributions for Viagra and Cialis, Structured data implementation and breadcrumb navigation, References to licensed medical providers and online consultations • Key Weaknesses: No named medical authors or reviewers with credentials, No visible contact information or about page, Primarily a commercial sales page with minimal clinical depth, No patient testimonials or verified reviews in extracted content, Compounded drug products prominently featured without sufficient safety context • Trust Evidence: The page includes FDA disclaimer notices for compounded products, prescription requirement disclosures, and trademark attributions. It has structured data and breadcrumbs. However, there is no visible contact information, no about page link, no named authors or medical reviewers, and no physical address. The page is primarily a commercial sales page for prescription medications. • Expertise Evidence: The page mentions FDA-approved active ingredients, references clinical trials, and links to guides about ED symptoms and safe medications. However, no named medical professionals, credentials, or author information is present. The FAQ section provides basic clinical information about ED symptoms and medication timing, but lacks depth expected of a medical resource. • Experience Evidence: The page is a product/service landing page for Hims, a telehealth company. There is no first-person patient experience, no case studies, and no testimonials visible in the extracted content. The page references 'licensed medical providers' and 'online consultations' but does not demonstrate lived experience with ED treatment. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The site references licensed providers, FDA regulations, and includes proper trademark disclaimers for Viagra and Cialis. The breadcrumb structure and structured data indicate a well-organized site. However, no third-party endorsements, medical board affiliations, or peer-reviewed citations are visible.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves prescription medications for erectile dysfunction, a medical condition. It promotes specific pharmaceutical treatments (sildenafil, tadalafil, compounded medications) and facilitates online medical consultations leading to prescriptions. This clearly falls under YMYL health and safety content as it could directly impact users' physical health decisions. • Potential Harm: Users may make decisions about prescription medications based on this page. Compounded drugs are prominently featured with disclaimers that they are not FDA-approved for safety/effectiveness/quality. Inadequate medical guidance could lead to inappropriate self-selection of treatments, drug interactions, or delayed diagnosis of underlying conditions causing ED. • Standards Required: Highest E-E-A-T standards required: named licensed medical professionals as content reviewers, clear clinical information about contraindications and side effects, transparent contact information, verifiable credentials, and comprehensive safety information beyond brief disclaimers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product categorization (daily vs. as-needed), Transparent pricing information, Basic FAQ addressing common user questions, Clear 3-step process for obtaining treatment, Regulatory disclaimers for compounded products • Weaknesses: Insufficient clinical information about ED causes, risk factors, and when to see a doctor in person, No contraindication information visible (critical for prescription medications), No named medical professionals reviewing or authoring content, Very limited actual text content (1,665 words with significant CSS/code overhead), No patient reviews or outcome data, Missing information about what happens if treatment is not appropriate for a user • Mc Description: The main content consists of a product catalog showcasing various ED treatment options (daily, as-needed, combination products), a brief FAQ section covering ED symptoms, medication safety, timing, and cost, and a 3-step process for obtaining treatment. Products include compounded formulations, generic sildenafil/tadalafil, and combination products starting from $22-$39/month.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant media coverage • Regulated by state medical boards and pharmacy regulations • FTC and FDA oversight as a telehealth/pharmacy company

Trust Analysis

Transparency: Partial transparency - the company is publicly known and includes regulatory disclaimers, but the page lacks author transparency, contact information, and sufficient clinical safety disclosures expected for prescription medication marketing. • Trust Factors: Publicly traded company with regulatory accountability, Includes FDA disclaimers and prescription requirement notices, Proper trademark attributions and legal disclaimers, Structured data and professional website implementation, References to licensed medical providers, Links to safety information for each product, Privacy policy and terms & conditions linked in footer • Distrust Factors: No visible contact information on this page, No named medical authors or reviewers, No about page link visible, Potentially contradictory FDA approval statements, Missing critical safety information (contraindications), Heavy commercial focus with minimal clinical depth, Compounded products prominently featured despite lack of FDA approval

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth company', 'regulatory_status': 'Licensed telehealth provider operating across multiple states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: minor • Deception Details: The page contains a potentially misleading statement claiming FDA approval for active ingredients while simultaneously disclosing that compounded products are not FDA-approved. This informational inconsistency, while likely unintentional, could mislead users about the regulatory status of products. The page is not deceptive in purpose or design - it clearly presents itself as a commercial telehealth service.

Harm Analysis

Severity: low • Harm Details: The page makes a potentially misleading statement that 'all active ingredients in our treatments are approved by the FDA' while simultaneously disclosing that compounded products have NOT been approved by the FDA. This contradiction could confuse users about the regulatory status of the products they are considering. Additionally, the absence of contraindication information (particularly regarding nitrate medications, which can cause life-threatening interactions with PDE5 inhibitors) represents a meaningful safety gap for a prescription medication sales page.

Ads Analysis

Ad Placement: The page is flagged as having ads, but as a commercial product page, the 'ads' are likely internal product promotions and cross-sell opportunities (e.g., app download, combination products). These are native to the site's commercial purpose. • User Experience Impact: The commercial nature of the page is clear and expected. Product promotions are integrated into the page design without appearing to obstruct the main content. The user experience appears functional for the page's commercial purpose.

Recommendations

Critical Issues

• Missing contraindication information for prescription medications (particularly nitrate interactions with PDE5 inhibitors) - this is a patient safety concern

• Contradictory FDA approval statements could mislead users about the regulatory status of compounded products

• No named medical authors or reviewers for YMYL health content - fails E-E-A-T standards for medical content

Improvements

• Add named, credentialed medical professionals as content reviewers/authors with visible credentials and bios

• Include critical safety information about contraindications (especially nitrate drug interactions) prominently on the page

• Resolve the contradictory FDA approval messaging - clarify that compounded products are not FDA-approved while generic sildenafil/tadalafil are

• Add visible contact information (phone, email, or chat) on the page

• Include a link to an About page or company information section

• Add verified patient reviews or outcome statistics with methodology

• Expand clinical content about ED causes, risk factors, and when in-person care is necessary

• Add information about what happens when a provider determines treatment is not appropriate

Strengths

• Legitimate, publicly traded company with regulatory accountability and brand recognition

• Includes FDA disclaimers for compounded products and prescription requirement notices

• Clear product categorization, pricing transparency, and simple user journey

• Proper trademark attributions and legal compliance language

• Professional website implementation with structured data and responsive design

145 https://hims.com/erectile-dysfunction/chewable-ed-meds 55

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:47

Scores at a Glance

55 PQ Score	60 E-E-A-T Overall	55 Experience	60 Expertise
65 Authoritativeness	62 Trust	55 Content Effort	60 Originality
60 Skill	58 Accuracy	65 Reputation	

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for Hims' 'Hard Mints' chewable ED medications, aiming to convert visitors into customers by explaining the product, its ingredients, pricing, and how to obtain a prescription through their telehealth platform. • Rating Justification: This is a product/service landing page for a legitimate telehealth company selling prescription ED medications. It meets basic quality standards with transparent disclaimers, structured content, and a clear purpose. However, as a YMYL health page promoting compounded (non-FDA-approved) prescription medications, it falls short of the highest standards due to lack of named medical authors, limited clinical evidence, and the inherent trust concerns around compounded drugs. The page is primarily commercial in nature with moderate informational content.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Transparent FDA disclaimer about compounded products not being approved, Requires prescription and licensed medical provider consultation, Customer testimonials with names and ages, Structured data implementation, Links to safety information for each product, Hims is a well-known, publicly traded telehealth company • Key Weaknesses: No named medical author or reviewer on the page, No contact information visible on this product page, No about page link detected, Compounded medications not FDA-approved for safety/effectiveness, Limited clinical evidence presented for the specific chewable formulation, Customer satisfaction stat (90%) based on self-reported survey of only 869 users • Trust Evidence: Page includes important FDA disclaimer about compounded products not being approved. Requires prescription and online medical consultation. Includes safety information links. Has structured data (BreadcrumbList, FAQPage). However, no contact info, no author info, no about page detected on this page. Compounded drug disclaimer is a significant trust concern for YMYL health content. • Expertise Evidence: References to FDA-approved active ingredients (sildenafil, tadalafil) found in Viagra and Cialis. Mentions licensed medical providers in all 50 states with telehealth expertise. Includes a footnote citing a meta-analysis of four randomized controlled trials for a specific claim. However, no named medical experts or authors are identified on this page. • Experience Evidence: Customer testimonials from real users (Eddy, Trevor, Max, Scott, Joe) provide first-person experience accounts. The platform claims to connect users with licensed medical providers. However, no individual healthcare provider credentials or author bylines are present on this specific product page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The site links to medical guides and has structured breadcrumb navigation. The company operates a legitimate telehealth platform with licensed providers. However, this specific page lacks citations to authoritative medical sources beyond a single footnote.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes prescription medications (sildenafil and tadalafil compounded formulations) for erectile dysfunction. It involves health decisions, medication use, and medical consultations. Incorrect use of these medications can cause serious health consequences including dangerous drug interactions (e.g., with nitrates), cardiovascular events, and priapism. • Potential Harm: Users may make health decisions based on this page's content. Compounded medications are not FDA-approved for safety or effectiveness, which poses additional risk. The page promotes medications that have serious contraindications and potential side effects that could harm users if not properly screened. • Standards Required: Highest E-E-A-T standards required. Named medical authors/reviewers, clear clinical evidence, comprehensive safety information, transparent credentials of prescribing providers, and clear disclosure of risks associated with compounded medications are expected.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product descriptions with pricing for three variants, Transparent FDA disclaimer about compounded products prominently displayed, Helpful FAQ section addressing common concerns, Customer testimonials with specific details, Clear step-by-step process for obtaining medication, Links to additional educational content about ED treatment • Weaknesses: Thin on clinical/medical information for a YMYL health topic, No comprehensive side effects or contraindications listed on the main page, No named medical professionals reviewing or authoring the content, Heavy commercial focus with numerous CTAs may overshadow informational value, No H2 headings for content organization, Limited discussion of who should NOT use these medications • Mc Description: The main content is a product landing page for chewable ED medications (Hard Mints) offered by Hims. It includes product benefits, ingredient information, three product variants with pricing, customer testimonials, usage instructions, a 3-step process to obtain the medication, and an FAQ section. The content is primarily commercial/transactional.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant media coverage • Licensed medical providers in all 50 states • Has faced regulatory scrutiny regarding compounded medications

Trust Analysis

Transparency: Moderate transparency. The page includes important disclaimers about compounded drug status and prescription requirements. However, it lacks named medical professionals, contact information, and detailed safety information on the main page. The compensation disclosure for testimonials and survey methodology disclosure are positive transparency signals. • Trust Factors: Publicly traded company with regulatory oversight, Transparent FDA disclaimer about compounded product status, Requires legitimate prescription from licensed provider, Structured data implementation showing technical legitimacy, Links to safety information for each product, Customer testimonials with disclosure that customers may have been compensated, Survey methodology disclosed (869 users) • Distrust Factors: No contact information on this page, No named medical author or reviewer, No about page link detected from this page, Compounded medications not FDA-approved for safety or effectiveness, Heavy commercial orientation may prioritize sales over patient safety, Compensation disclosure for testimonials raises authenticity questions, No visible credentials for the medical providers mentioned

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'service_type': 'Telehealth platform', 'stock_ticker': 'NYSE: HIMS', 'provider_network': 'Licensed medical providers in all 50 states'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial purpose as a product landing page. FDA disclaimers are present. The page does not falsely claim FDA approval for the compounded products. Testimonial compensation disclosure is present. The page accurately represents that a prescription is required and that a medical consultation is needed.

Harm Analysis

Severity: low • Harm Details: The page includes appropriate disclaimers about FDA status of compounded products, requires prescription, and links to safety information. While the promotion of compounded medications carries inherent health risks, the page does not appear to be deceptively harmful. The disclaimers, while present, could be more prominent. The page does not make false claims about FDA approval.

Ads Analysis

Ad Placement: The page has ads flagged but as a commercial product page for Hims' own products, the 'ads' are primarily internal promotional content and CTAs for their own services rather than third-party advertisements. Multiple 'Get started' CTAs are present throughout the page. • User Experience Impact: The numerous CTAs and promotional elements are consistent with a product landing page and do not significantly obstruct the informational content. The page maintains a reasonable balance between promotional and informational content.

Recommendations

Critical Issues

• No named medical professional authoring or reviewing the content on a YMYL prescription medication page - this is a significant E-E-A-T gap

• Compounded medications are not FDA-approved for safety or effectiveness - while disclosed, this represents a fundamental trust concern that requires more prominent and detailed explanation of what this means for patients

Improvements

• Add named medical author/reviewer with credentials and license information to the page

• Include comprehensive side effects, contraindications, and drug interaction warnings prominently on the main page rather than only in linked safety information

• Add contact information (phone, email, or chat) directly accessible from this page

• Provide more detailed clinical evidence with full citations for efficacy claims

• Add an H2 heading structure to improve content organization and SEO

• Expand the FAQ section to address safety concerns, contraindications, and who should not use these medications

• Include information about the compounding pharmacy's credentials and quality standards

• Add a meta description to improve search result presentation

Strengths

• Transparent and prominent FDA disclaimer about compounded product status

• Legitimate telehealth company with licensed providers and prescription requirements

• Structured data implementation (BreadcrumbList, FAQPage) for better search visibility

• Customer testimonials with appropriate compensation and methodology disclosures

• Clear pricing transparency and product variant differentiation

• Links to additional educational content about ED treatment and medications

146 https://hims.com/erectile-dysfunction/cialis 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:35

Scores at a Glance

62	PQ Score	64	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	65	Trust	65	Content Effort	60	Originality
65	Skill	72	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for purchasing Cialis online through Hims' telehealth platform. It informs users about Cialis, how it works, how to obtain it through Hims, pricing, and safety information. This purpose is clearly met. • Rating Justification: This is a YMYL health page from a legitimate, established telehealth company. The page provides accurate medical information about Cialis, includes safety warnings, discloses prescription requirements, and names a medical reviewer. However, it is primarily a product/service sales page rather than a comprehensive medical resource. The lack of visible author credentials, contact information, and external citations limits its quality rating. The commercial nature of the page is clear and not deceptive. It meets the basic standards for a legitimate telehealth product page but falls short of the highest quality standards required for YMYL health content.

E-E-A-T

Overall	64
Experience	55
Expertise	65
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Medical reviewer (Peter J. Stahl, MD) is named, providing some accountability, Accurate clinical information about Cialis mechanism, dosing, contraindications, and side effects, Clear disclosure that prescription is required and only available after online consultation, Transparent pricing information provided, FDA approval status clearly stated, Safety warnings prominently included including priapism and serious cardiovascular risks • Key Weaknesses: No detailed author/reviewer bio or credentials visible on the page, No contact information visible on this specific page, No About page link visible in the extracted content, Has_author_info flagged as false in metadata despite mention of Dr. Stahl in body text, Commercial intent may bias information presentation, No external citations or references to clinical studies supporting efficacy claims • Trust Evidence: The page includes important safety information, lists serious side effects including rare ones, discloses that a prescription is required after online consultation, and notes that compounded products are not FDA-evaluated. Pricing is disclosed ($958/month for branded Cialis, $82/month for generic tadalafil). However, there is no visible contact information on this page, no About page link visible, and the medical reviewer's credentials are not fully elaborated. • Expertise Evidence: The page mentions medical review by 'Peter J. Stahl, MD' in the content, which signals some medical oversight. The content accurately describes Cialis (tadalafil) as a PDE5 inhibitor, explains its mechanism of action, lists contraindications, drug interactions, and side effects with reasonable clinical accuracy. However, the reviewer's credentials are not fully displayed on this page, and there is no author bio or detailed credential section visible. • Experience Evidence: Hims is an established telehealth platform with real-world experience facilitating prescription ED treatments. The page references an online consultation process with licensed medical providers, indicating operational experience in the telehealth space. However, no patient testimonials or first-hand user experiences are presented on this specific page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The page is on hims.com, a known and established telehealth platform. The content references FDA approval of Cialis, includes structured data, and links to related educational content. The breadcrumb structure and site architecture suggest a well-organized, legitimate business.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly facilitates the purchase of a prescription medication (Cialis/tadalafil) for erectile dysfunction. It provides medical information about drug mechanisms, dosing, side effects, contraindications, and drug interactions. Incorrect information or inappropriate prescribing could directly harm users' health. The page also involves financial transactions for ongoing medication subscriptions. • Potential Harm: Users could be harmed if they obtain Cialis without appropriate medical screening for contraindications (e.g., nitrate use, severe cardiovascular disease, liver/kidney disease). Incorrect dosing information or missed drug interactions could cause serious adverse events including severe hypotension, priapism, or cardiovascular events. Financial harm from high-cost subscriptions ($958/month for branded Cialis) is also a concern. • Standards Required: Highest YMYL standards apply: verified medical expertise, clear credentials of reviewing physicians, comprehensive safety information, transparent business practices, easy access to contact/support, and clear disclosure of the telehealth consultation process and its limitations.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ section addressing common patient questions, Clear explanation of mechanism of action in accessible language, Transparent pricing disclosure including both branded and generic options, Safety information prominently featured including serious/rare side effects, Clear disclosure that prescription is required after medical consultation, Logical content flow from product overview to how-to-obtain to safety, Links to related educational content (Cialis vs Viagra comparison, Daily Cialis benefits) • Weaknesses: Primarily promotional in nature with limited objective comparative information, No H2 headings detected, suggesting potential structural issues in content organization, Medical reviewer credentials not elaborated beyond name and MD designation, No patient outcome data or clinical evidence cited, The description of Cialis as 'brand name of the drug's generic version' contains a factual error, Limited discussion of when Cialis may NOT be the right choice for a patient • Mc Description: The main content is a product landing page for Cialis available through Hims' telehealth platform. It covers: product overview, mechanism of action, dosing instructions, side effects, how to obtain through Hims (consultation process), FAQ section, pricing, and links to related products and educational articles.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth platform with significant market presence since 2017 • Subject to FDA and state medical board regulations • Has faced regulatory scrutiny and FTC attention regarding advertising practices in the past

Trust Analysis

Transparency: Moderate transparency. The page discloses prescription requirements, pricing, safety information, and names a medical reviewer. However, it lacks easily accessible contact information, detailed provider credentials, and external validation of medical claims. The commercial nature of the page is clear but the balance between marketing and objective medical information could be improved. • Trust Factors: Publicly traded company with regulatory accountability, Requires prescription through licensed medical provider consultation, Names medical reviewer (Peter J. Stahl, MD) for content, Transparent pricing including both expensive branded and affordable generic options, Includes comprehensive safety warnings and contraindications, Structured data implementation suggests technical legitimacy, Clear breadcrumb navigation and site structure, Discloses that compounded products are not FDA-evaluated, Copyright notice and trademark information present, Links to terms & conditions and privacy policy • Distrust Factors: No visible contact information on this page, No About page link visible in extracted content, Medical reviewer credentials not elaborated (no bio, no link to credentials), Has_author_info flagged as false in metadata, Commercial incentive may bias information presentation, No external references or citations to support medical claims, High price point for branded Cialis ($958/month) without clear justification

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'medical_reviewer': 'Peter J. Stahl, MD', 'regulatory_status': 'Licensed telehealth provider operating in multiple US states'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. Its commercial purpose (selling access to Cialis through telehealth) is clear and transparent. Safety information is not hidden. The prescription requirement is prominently disclosed. Pricing is stated. The one factual error (describing Cialis as 'brand name of the drug's generic version') appears to be a writing error rather than intentional deception. The page does not make false efficacy claims beyond what is clinically established for Cialis.

Harm Analysis

Severity: none • Harm Details: The page does not appear to be harmful. It clearly states that a prescription is required after an online consultation with a licensed medical provider, which provides a safety gate. Safety information, contraindications, and drug interactions are disclosed. The page does not encourage self-medication or bypass of medical oversight. The high price of branded Cialis ($958/month) is disclosed transparently, and a more affordable generic alternative is offered.

Ads Analysis

Ad Placement: The page includes promotional content for related Hims products (3-in-1 Hard Mints, Viagra, Sildenafil, Tadalafil daily) which function as internal cross-promotional advertisements. These are clearly labeled with pricing and 'Get Started' CTAs. They appear at the bottom of the main content after the primary Cialis information has been presented. • User Experience Impact: The cross-promotional product listings do not appear to obstruct the main content about Cialis. They are positioned after the primary informational content and FAQ section, making them supplementary rather than intrusive. The overall page structure prioritizes the Cialis product information before presenting alternatives.

Recommendations

Critical Issues

• No visible contact information on the page - critical for a YMYL health/commerce page

• Medical reviewer credentials insufficiently displayed - for YMYL health content, full credentials should be easily accessible

• Factual error in brand/generic description could undermine medical credibility

Improvements

• Add a detailed bio and credentials section for medical reviewer Peter J. Stahl, MD, including board certifications, specializations, and institutional affiliations

• Include visible contact information (phone number, email, or chat support) on the page or in the header/footer

• Add citations to clinical studies supporting Cialis efficacy and safety claims

• Fix the factual error describing Cialis as 'the brand name of the drug's generic version' - it should read 'tadalafil is the generic name of Cialis'

• Add H2 headings to improve content structure and accessibility

• Include a clear link to an About page explaining Hims' telehealth model, licensing, and medical oversight

• Add patient outcome data or satisfaction statistics with methodology disclosure

• Provide more context around the $958/month price point for branded Cialis versus the $40/month generic alternative to help users make informed decisions

• Consider adding a section on when Cialis may not be appropriate and when to seek in-person care

Strengths

• Legitimate, publicly traded telehealth company with regulatory accountability

• Comprehensive safety information including serious and rare side effects prominently featured

• Clear disclosure that prescription is required after licensed medical provider consultation

• Transparent pricing for both branded and generic options

• Well-organized FAQ section addressing common patient questions accurately

• Named medical reviewer provides some accountability for content accuracy

• Structured data implementation and proper breadcrumb navigation

• Clear disclosure that compounded products are not FDA-evaluated

147 https://hims.com/erectile-dysfunction/hard-mint-chewable 54

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:40

Scores at a Glance

52 PQ Score	54 E-E-A-T Overall	45 Experience	55 Expertise
60 Authoritativeness	55 Trust	60 Content Effort	65 Originality
58 Skill	62 Accuracy	62 Reputation	

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for Hims' compounded chewable ED medication (Hard Mints), explaining what the product is, how it works, how to obtain it, and relevant safety information. It successfully communicates the product offering and directs users to start a consultation. • Rating Justification: This is a YMYL health/medical product page from a legitimate telehealth company. It meets basic quality standards with appropriate safety disclosures, contraindication information, and prescription requirements. However, it lacks named medical authorship, clinical citations, and has some transparency gaps. The page is primarily a commercial product page rather than a comprehensive health resource, which limits its quality rating despite the company's legitimacy.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Clear FDA disclosure about compounded medication status, Contraindications and side effects listed transparently, Prescription requirement clearly stated, Trademark disclaimers properly included, Structured data (BreadcrumbList, FAQPage) implemented • Key Weaknesses: No named medical author or reviewer with credentials, No citations to clinical research or studies, No visible contact information in page content, Meta description mentions vardenafil but page content does not prominently feature it, No patient testimonials or real-world outcome data • Trust Evidence: The page discloses that compounded medications are not FDA-approved, lists contraindications, side effects, and inactive ingredients. It clarifies the prescription requirement. However, there is no visible contact information, no named author, no about page link in the excerpt, and the meta description contains a minor inaccuracy (mentions vardenafil but the page content focuses on sildenafil and tadalafil). • Expertise Evidence: The page references licensed medical providers, licensed pharmacies, and uses medically accurate terminology (PDE5 inhibitors, tadalafil, sildenafil, vardenafil). Side effects are listed accurately. However, there is no named medical author, no credentials displayed, and no citations to clinical studies or peer-reviewed literature. • Experience Evidence: The page is a product/service page from Hims, a telehealth company. There is no first-hand patient experience shared, no case studies, and no testimonials visible in the excerpt. The page describes a process (online consultation, prescription, delivery) suggesting operational experience but no direct user experience narratives. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition in men's health. The page includes proper trademark disclaimers for Cialis and Viagra, FDA disclosure language about compounded medications, and structured data. However, no external authoritative sources are cited.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes prescription medications (sildenafil, tadalafil) for erectile dysfunction, which are controlled substances requiring medical oversight. The content directly impacts physical health decisions, involves prescription drug use, and includes contraindications that could cause serious harm if ignored (e.g., interaction with nitrates causing severe hypotension). • Potential Harm: Users could make incorrect health decisions if misinformation is present. The combination of sildenafil and tadalafil in a compounded product carries real medical risks. Contraindications with nitrates can be life-threatening. The FDA non-approval status of compounded medications adds additional risk. • Standards Required: Highest E-E-A-T standards required: named medical authors with credentials, citations to clinical evidence, clear safety information, regulatory compliance disclosures, and transparent business practices.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product description and differentiation, Mechanism of action explained in accessible language, Comprehensive contraindications and side effects listed, Full inactive ingredient list provided, FAQ section addresses common user questions, Clear prescription requirement and process explained • Weaknesses: No pricing information for Hard Mints specifically (only related products shown), No clinical efficacy data or success rates cited, No named medical professionals involved in product development or review, Heavy reliance on CSS code in page structure suggests poor content-to-code ratio, No H2 headings for content organization (only H1 present) • Mc Description: The main content is a product landing page for Hims' Hard Mints chewable ED medication. It covers product description, mechanism of action, dosing instructions, contraindications, side effects, ingredient list, how to obtain the product, and FAQs. The content is organized logically from product introduction through safety information to purchase pathway.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant market presence • Subject to FTC and FDA regulatory oversight • Has faced regulatory scrutiny regarding compounded medication marketing

Trust Analysis

Transparency: Moderate transparency. The page clearly discloses FDA non-approval status of compounded medications, prescription requirements, and contraindications. However, it lacks named medical professionals, contact information, and clinical evidence citations that would be expected for a YMYL health product page. • Trust Factors: Legitimate publicly traded telehealth company, Proper FDA disclosure about compounded medication status, Prescription requirement clearly stated, Trademark disclaimers properly included, Contraindications and drug interactions listed, Licensed pharmacy and provider network referenced, Structured data implementation shows technical legitimacy • Distrust Factors: No contact information visible on page, No named medical author or reviewer, No about page link in content, Meta description inconsistency (vardenafil mentioned but not featured), Compounded medications carry inherent regulatory uncertainty, Commercial intent may influence safety information presentation, No external clinical citations

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'stock': 'NYSE: HIMS', 'company': 'Hims, Inc.', 'regulatory_status': 'Licensed telehealth platform operating with licensed medical providers and pharmacies'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial product page. The meta description mentions vardenafil which is not prominently featured in the page content - this is a minor inconsistency but not intentionally deceptive. The page clearly states prescription requirements, FDA status, and contraindications. The commercial purpose is transparent.

Harm Analysis

Severity: none • Harm Details: The page does not appear to be harmful. It includes appropriate safety disclosures, contraindications, FDA status disclaimers, and requires a prescription. The product involves real prescription medications with legitimate medical use. The meta description's mention of vardenafil when the page focuses on sildenafil/tadalafil is a minor inconsistency but not materially misleading.

Ads Analysis

Ad Placement: The page has ads flagged but as a commercial product page for Hims' own products, the 'ads' likely refer to cross-promotional content for related ED treatments (Tadalafil, Sildenafil, Viagra) shown at the bottom of the page. These are internal product promotions rather than third-party advertisements. • User Experience Impact: The cross-promotional product listings at the bottom of the page are appropriate for an e-commerce/telehealth product page and do not appear to obstruct the main content. They provide useful comparison information for users considering different ED treatment options.

Recommendations

Critical Issues

• No named medical professional authoring or reviewing this YMYL health content - critical gap for a prescription medication product page

• Meta description references vardenafil as an active ingredient but page content does not feature it prominently - potential regulatory/accuracy concern

Improvements

• Add named medical author/reviewer with credentials and license information to meet YMYL E-E-A-T standards

• Include citations to clinical studies supporting efficacy of sildenafil and tadalafil for ED

• Add visible contact information (phone, email, address) to improve trust signals

• Correct or update meta description to accurately reflect the active ingredients featured (remove vardenafil reference if not featured)

• Add H2 headings to improve content structure and SEO

• Include pricing information for Hard Mints specifically

• Add patient outcome data or clinical efficacy statistics with proper citations

• Link to About page and medical team page from this product page

• Expand FAQ section to address compounding safety and regulatory questions more thoroughly

Strengths

• Clear and prominent FDA disclosure about compounded medication non-approval status

• Comprehensive contraindications list including nitrate interactions

• Full inactive ingredient list provided for allergy awareness

• Prescription requirement clearly communicated throughout

• Structured data (FAQPage, BreadcrumbList) properly implemented

• Legitimate publicly traded company with regulatory oversight

• Clear mechanism of action explanation in accessible language

148 https://hims.com/erectile-dysfunction/sildenafil 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:35

Scores at a Glance

55	PQ Score	61	E-E-A-T Overall	45	Experience	65	Expertise
70	Authoritativeness	62	Trust	60	Content Effort	55	Originality
65	Skill	75	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for sildenafil (generic Viagra) offered through Hims' telehealth platform. It aims to inform potential customers about the medication and convert them into paying subscribers. It partially meets this purpose by providing basic medical information alongside commercial content. • Rating Justification: This is a YMYL health page (prescription medication) from a legitimate telehealth company. It contains accurate medical information, safety warnings, and a medical reviewer attribution. However, the primary purpose is commercial conversion rather than patient education. The lack of detailed author credentials, no contact info, no About page, and the heavily promotional tone with repeated CTAs prevent it from reaching High quality. The medical content is adequate but not comprehensive enough for a prescription medication page targeting health consumers.

E-E-A-T

Overall	61
Experience	45
Expertise	65
Authoritativeness	70
Trust	62

E-E-A-T Analysis

Key Strengths: Medical reviewer credited (Peter J. Stahl, MD), Accurate safety information including contraindications and drug interactions, FDA approval and prescription requirement clearly stated, Structured data (FAQPage schema) implemented, Transparent about requiring prescription and online consultation, Mentions LegitScript accreditation for pharmacy legitimacy • Key Weaknesses: No detailed author/reviewer biography or credentials link, No visible contact information on the page, No About page detected, Heavily commercial with numerous CTAs that may overshadow informational content, Medical reviewer attribution is minimal (name only, no specialty or credentials displayed), No citations to clinical studies or peer-reviewed sources • Trust Evidence: The page includes important safety information, lists contraindications, warns about drug interactions, and advises seeking emergency care for priapism. It requires a prescription and online consultation. However, there is no visible contact information, no About page link detected, no detailed author bio for the medical reviewer, and the page is primarily a commercial product page with conversion-focused CTAs throughout. • Expertise Evidence: The page mentions a medical review by 'Peter J. Stahl, MD' but provides no link to his credentials, specialty, or biography. The FAQ section contains medically accurate information about sildenafil's mechanism of action (PDE5 inhibition), drug interactions (nitrates, alpha blockers), contraindications, and dosing. The clinical information is generally accurate and reflects standard medical knowledge. • Experience Evidence: The page is a product/service page from Hims, a telehealth company. There is no first-person patient experience or clinician experience shared. The content is written from a company perspective promoting their service rather than demonstrating lived or professional experience with the medication. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The page references FDA approval, mentions LegitScript accreditation, and names legitimate pharmaceutical manufacturers (Teva, Greenstone/Pfizer). The site operates as a licensed telehealth platform with licensed providers.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates the purchase of a prescription medication (sildenafil/generic Viagra) for erectile dysfunction. It involves health decisions, medication safety, drug interactions, contraindications, and online medical consultations. This is unambiguously YMYL content as it could directly impact a user's physical health and safety. • Potential Harm: Users with contraindicated conditions (heart disease, low blood pressure, those taking nitrates) could be harmed if they obtain and use sildenafil without proper medical screening. Incomplete or inaccurate safety information could lead to dangerous drug interactions or adverse events. The commercial pressure of the page could encourage users to minimize health concerns to obtain the medication. • Standards Required: Highest E-E-A-T standards required. Medical content must be written or reviewed by qualified healthcare professionals with verifiable credentials. Safety information must be comprehensive and prominently displayed. The platform must demonstrate legitimate medical oversight and regulatory compliance.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ section covering key patient questions, Clear explanation of mechanism of action (PDE5 inhibition), Transparent about prescription requirement and online consultation process, Includes important safety warnings including priapism emergency guidance, Lists specific drug interactions (nitrates, alpha blockers, etc.), Provides contraindication list for patients with pre-existing conditions • Weaknesses: Excessive commercial CTAs ('Get started today') repeated throughout the page, Medical reviewer attribution is minimal with no credentials displayed, No links to clinical studies or authoritative medical sources, Safety information is not prominently featured relative to promotional content, No H2 headings detected, suggesting poor content structure for accessibility, The page excerpt contains significant CSS code noise suggesting poor content extraction or page architecture • Mc Description: The main content consists of a product landing page for sildenafil (generic Viagra) sold through Hims' telehealth platform. It includes a product overview, mechanism of action explanation, dosing instructions, side effects summary, a 3-step process for obtaining the medication, a comprehensive FAQ section, and links to related ED treatments. Safety information is included but somewhat buried within the commercial content.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health is a publicly traded company (NYSE: HIMS) • LegitScript accreditation mentioned for pharmacy legitimacy • Licensed telehealth platform with state-licensed providers • BBB and regulatory oversight as a public company

Trust Analysis

Transparency: Moderate transparency. The company is publicly identifiable and the prescription requirement is clear. However, the medical reviewer's credentials are not verifiable from the page, contact information is absent, and the commercial intent heavily influences content presentation. The page discloses important safety information but does so in a way that is secondary to conversion goals. • Trust Factors: Publicly traded company with regulatory oversight, Requires prescription and licensed medical provider consultation, Medical reviewer named (Peter J. Stahl, MD), Mentions LegitScript pharmacy accreditation, Accurate safety information and contraindications provided, FDA approval of medication clearly stated, Transparent about prescription-only status • Distrust Factors: No contact information visible on the page, No About page detected in page structure, Medical reviewer has no linked biography or credentials, Heavily commercial page with conversion focus may compromise medical objectivity, No external citations or references to clinical studies, Repeated aggressive CTAs throughout medical content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'medical_reviewer': 'Peter J. Stahl, MD', 'regulatory_status': 'Licensed telehealth provider, LegitScript accredited pharmacy', 'reviewer_credentials': 'MD (no further details provided on page)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original and specific to Hims' service offering, Structured data implementation suggests legitimate SEO practices, No keyword stuffing or manipulative patterns detected

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial purpose (selling sildenafil through a telehealth subscription). The prescription requirement is clearly stated. Safety information, while not prominently featured, is present and accurate. The '95% cheaper than Viagra' claim is a marketing statement but is qualified with 'actual price to customer will depend on product and subscription plan purchased.' No significant deceptive practices detected.

Harm Analysis

Severity: none • Harm Details: The page does not appear to be harmful. It requires a prescription and online medical consultation, includes safety warnings, lists contraindications, and advises emergency care for serious side effects. The commercial nature of the page creates some tension with objective medical information, but the safety information provided is generally accurate and appropriate. The page does not encourage unsafe use or bypass of medical oversight.

Ads Analysis

Ad Placement: The page contains ads as indicated in the page structure. Given this is a commercial product page, the 'ads' likely refer to promotional content for related Hims products (3-in-1 Hard Mints, Viagra, Cialis, Tadalafil) displayed at the bottom of the page as cross-sell opportunities. These are contextually relevant to the page topic. • User Experience Impact: The promotional content for related products is contextually appropriate and does not appear to obstruct the main content. The repeated 'Get started today' CTAs throughout the page are more intrusive to the informational experience but are standard for commercial telehealth product pages.

Recommendations

Critical Issues

• No contact information visible on the page - critical for a YMYL health/medical service page

• Medical reviewer attribution lacks credentials, specialty, or biography link - insufficient for YMYL health content requiring highest E-E-A-T standards

Improvements

• Add a detailed biography and credentials page for medical reviewer Peter J. Stahl, MD, including his specialty, board certifications, and clinical experience

• Include visible contact information (phone, email, or chat) on the page or in the footer

• Add citations to peer-reviewed clinical studies supporting sildenafil's efficacy and safety claims

• Create a more prominent and visually distinct safety information section that is not buried within commercial content

• Add an About page or link to company information including medical advisory board, licensing information, and regulatory compliance details

• Implement proper H2 heading structure to improve content organization and accessibility

• Include patient testimonials or clinical outcome data with appropriate disclaimers to demonstrate real-world experience

• Add a clear disclosure about the commercial relationship between the content and the product being sold

Strengths

• Accurate and comprehensive safety information including contraindications, drug interactions, and emergency guidance

• Clear prescription requirement and online consultation process transparently communicated

• Well-structured FAQ section with FAQPage schema markup addressing key patient questions

• Legitimate telehealth company with regulatory oversight and LegitScript pharmacy accreditation

• Appropriate cross-referencing of related ED treatments for user comparison

149 https://hims.com/erectile-dysfunction/stendra 52

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:51

Scores at a Glance

52	PQ Score	52	E-E-A-T Overall	45	Experience	50	Expertise
60	Authoritativeness	55	Trust	50	Content Effort	45	Originality
55	Skill	55	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product listing/category page for men's sexual health treatments offered by Hims, allowing users to browse and initiate consultations for ED, PE, and related products. • Rating Justification: This is a legitimate e-commerce/telehealth category page from a known brand. It serves a clear commercial purpose and includes safety disclosures. However, it lacks substantive medical content, named providers, editorial transparency, and the URL-to-content mismatch (Stendra URL vs. general sexual health page) reduces quality. It is not harmful but does not meet the higher standards required for YMYL health content.

E-E-A-T

Overall	52
Experience	45
Expertise	50
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, well-known telehealth brand with regulatory oversight, Includes safety disclaimers and 'Important safety information' for each product, Discloses that some products are compounded and not FDA-approved, Structured data and breadcrumbs present for navigation clarity • Key Weaknesses: No named medical professionals or credentials displayed, No author information or editorial review process disclosed, No contact information visible on the page, URL suggests Stendra-specific content but page is a general sexual health category page — potential mismatch, Survey disclaimer notes customers may have been compensated, reducing credibility of the 90% satisfaction claim • Trust Evidence: The page includes 'Important safety information' links for each product, a disclaimer about compounded products not being FDA-approved, and a note that survey respondents may have been compensated. No contact info, about page, or author info is present on this page. The URL path '/erectile-dysfunction/stendra' does not match the page content (which is a general sexual health category page, not a Stendra-specific page). • Expertise Evidence: Hims is a known telehealth platform offering prescription medications. The page mentions FDA-approved treatments and licensed medical providers, but no named medical professionals, credentials, or clinical references are present on this page. Some products are noted as compounded and not FDA-approved. • Experience Evidence: The page references a survey of 869 Hims ED users with 90% satisfaction, and mentions licensed medical providers. However, no individual practitioner credentials, case studies, or first-hand clinical experience are displayed on this specific page. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The breadcrumb and structured data confirm it is an official brand page. However, this specific page lacks citations, medical references, or third-party endorsements.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page directly offers prescription medications for erectile dysfunction and premature ejaculation, including FDA-approved drugs (sildenafil, tadalafil, Viagra, Cialis) and compounded medications. Users may make health decisions based on this content. • Potential Harm: Users could initiate treatment for prescription medications without adequate understanding of contraindications, side effects, or interactions. Compounded products are explicitly noted as not FDA-approved for safety or effectiveness, posing additional risk. • Standards Required: High standards of medical expertise, transparency about providers and credentials, clear safety information, and honest representation of product approval status are required for YMYL health/medication pages.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: Clear product categorization (ED, PE, sexual wellness), Transparent pricing displayed upfront, Safety information links included for each prescription product, Disclosure about compounded products not being FDA-approved • Weaknesses: Page title 'Sexual Health Care for Men | Hims | Hims' is redundant and the URL suggests Stendra-specific content, No H1 or H2 headings present — poor content structure, Minimal substantive text content (1570 words, mostly CSS code in the excerpt), No educational content about ED, PE, or the medications offered, No named medical providers or credentials visible, The page does not satisfy a user searching specifically for Stendra information • Mc Description: The main content is a product listing page for men's sexual health treatments including ED medications (sildenafil, tadalafil, Viagra, Cialis, compounded chews), PE treatments, and sexual wellness products (condoms, lube, sex toys). It includes pricing, brief product labels, and CTAs to start treatment.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is widely covered by major media outlets (Forbes, WSJ, NYT) as a leading telehealth platform'} • {'source': 'Hims operates under state medical board oversight and pharmacy regulations for prescription dispensing'} • {'source': 'BBB accreditation and presence on major app stores with substantial user reviews'}

Trust Analysis

Transparency: Moderate transparency — the company is publicly known and regulated, but this specific page lacks provider credentials, contact information, and editorial transparency expected for YMYL health content. • Trust Factors: Publicly traded company with SEC reporting obligations, Licensed telehealth platform operating under medical and pharmacy regulations, Includes safety disclaimers and FDA approval status for products, Discloses compensated survey methodology, Structured data and breadcrumbs indicate legitimate site architecture • Distrust Factors: No contact information visible on this page, No named medical providers or credentials displayed, No about page link visible in the extracted content, URL-content mismatch reduces trust in page relevance, Compounded products (not FDA-approved) sold alongside FDA-approved drugs without prominent warnings at product level

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'specialization': "Men's and women's health telehealth services", 'regulatory_status': 'Licensed telehealth platform operating under state medical board and pharmacy regulations'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	URL-content mismatch (Stendra URL leads to general sexual health page) • Compensated survey presented as objective satisfaction data • Compounded products mixed with FDA-approved products without prominent differentiation
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Page is a legitimate commercial product listing from a known brand

Deception Analysis

Severity: minor • Deception Details: The page has minor informational deception: the URL path '/erectile-dysfunction/stendra' strongly implies Stendra-specific content, but the page is a general sexual health category page. This could mislead users searching for Stendra information. The compensated satisfaction survey is disclosed but presented prominently as a trust signal. These are minor issues rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful but contains mildly misleading elements: the URL suggests Stendra-specific content but delivers a general category page; the 90% satisfaction statistic is from a compensated survey; compounded (non-FDA-approved) products are listed alongside FDA-approved drugs without sufficiently prominent differentiation at the product card level (disclaimer is in fine print at the bottom).

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but as a commercial e-commerce page, the primary content itself is product listings. Any ads present appear to be contextually relevant to the site's purpose. • User Experience Impact: Ads do not appear to obstruct the main content based on the page structure. The product listings are the primary commercial content, and any additional advertising appears secondary.

Recommendations

Critical Issues

• URL path '/erectile-dysfunction/stendra' does not match page content (general sexual health category) — this is a critical relevance and trust issue for search ranking

• No H1 headings present on a YMYL health page — fundamental SEO and content structure failure

• No contact information or named medical providers visible — insufficient for YMYL health standards

Improvements

• Fix the URL-content mismatch: either create a dedicated Stendra page at this URL or redirect to the appropriate general sexual health category URL

• Add H1 and H2 headings to improve content structure and SEO clarity

• Display named, credentialed medical providers involved in the platform to improve E-E-A-T signals

• Add contact information (phone, email, or chat) prominently on the page

• Include more prominent, product-level warnings distinguishing FDA-approved from compounded (non-FDA-approved) products

• Add substantive educational content about ED and PE conditions and treatment options to serve informational user intent

• Include an About/Trust page link in the page navigation

• Improve the satisfaction survey presentation by making the compensated-respondent disclosure more prominent

Strengths

• Hims is a publicly traded, regulated telehealth company with strong brand recognition and media coverage

• Page includes 'Important safety information' links for all prescription products

• Transparent pricing displayed upfront for all products

• Disclosure that compounded products are not FDA-approved (though placement could be more prominent)

• Structured data (BreadcrumbList) implemented correctly for navigation clarity

• Clear process explanation ('How it works') helps users understand the telehealth consultation flow

150 https://hims.com/erectile-dysfunction/tadalafil 63

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:36

Scores at a Glance

62	PQ Score	66	E-E-A-T Overall	55	Experience	70	Expertise
72	Authoritativeness	65	Trust	68	Content Effort	60	Originality
70	Skill	75	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product/service landing page for purchasing generic tadalafil (Generic Cialis) through the Hims telehealth platform. It informs users about the medication, its uses, dosing, side effects, and how to obtain it via online consultation. • Rating Justification: This is a YMYL health/medical page from a legitimate, regulated telehealth company with a named medical reviewer. The content is accurate, reasonably comprehensive, and serves a clear purpose. However, the primary purpose is commercial (driving conversions to purchase a prescription medication), which limits its rating. The missing contact info, incomplete author metadata, and paid testimonial disclosures prevent a High rating. The page meets basic quality standards for a commercial telehealth product page with medical oversight but falls short of the highest standards required for YMYL health content.

E-E-A-T

Overall	66
Experience	55
Expertise	70
Authoritativeness	72
Trust	65

E-E-A-T Analysis

Key Strengths: Medical reviewer (Peter J. Stahl, MD) identified and credited, Accurate clinical information about tadalafil dosing, mechanism, interactions, and contraindications, Transparent disclosure that testimonials are paid and results vary, FDA approval and prescription requirement clearly stated, Structured data and breadcrumb navigation present, Legitimate, publicly traded telehealth company with regulatory oversight • Key Weaknesses: Author details in metadata are empty/incomplete, No contact information visible on the page, No About page linked from this page, Commercial intent creates potential bias in content presentation, Paid testimonials with unverified results reduce trust signals, Missing H2 heading structure reduces content organization clarity • Trust Evidence: The page discloses that prescriptions require online consultation with a licensed physician, mentions FDA approval, lists inactive ingredients, and includes safety information. It discloses paid testimonials. However, there is no visible contact information on this page, no About page linked, and author details in metadata are empty. The primary purpose is commercial (selling a prescription product), which introduces inherent bias. • Expertise Evidence: The page is medically reviewed by Peter J. Stahl, MD, which provides some medical credibility. The content accurately describes tadalafil's mechanism of action (PDE5 inhibition), dosing options (daily vs. as-needed), side effects, drug interactions, and contraindications. The FAQ section demonstrates reasonable clinical knowledge. However, author details appear incomplete (empty author fields noted in metadata). • Experience Evidence: The page includes verified customer testimonials (Jeff, Justin, Kyle, Sam, Nick) describing first-hand experiences with the Hims platform and tadalafil treatment. However, these are disclosed as paid testimonials with unverified individual results, limiting their evidentiary weight for genuine user experience. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a well-known, publicly traded telehealth company operating in the US with licensed medical providers. The site uses structured data, breadcrumbs, and references FDA approval. The brand has significant media coverage and operates as a legitimate licensed telehealth platform. Medical reviewer Peter J. Stahl, MD is a credentialed urologist.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves a prescription medication (tadalafil) used to treat erectile dysfunction. It provides medical information about dosing, side effects, drug interactions, contraindications, and facilitates the purchase of a prescription drug through an online consultation. This clearly falls under YMYL health and safety content as it could directly impact a user's physical health decisions. • Potential Harm: Inaccurate or incomplete medical information could lead users to take tadalafil inappropriately, miss important contraindications (e.g., nitrate interactions causing dangerous blood pressure drops), or delay seeking in-person medical care for underlying conditions causing ED. The commercial nature could downplay risks to drive sales. • Standards Required: Highest E-E-A-T standards required: content must be written or reviewed by qualified medical professionals, safety information must be complete and prominent, drug interactions and contraindications must be clearly communicated, and the commercial context must not compromise medical accuracy.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ covering the most common user questions about tadalafil, Clear explanation of both daily and as-needed dosing options, Transparent disclosure of side effects including serious ones, Drug interaction information is detailed and clinically relevant, Clear 3-step process for obtaining the medication, Medical reviewer credited with name and credentials • Weaknesses: No H2 headings in metadata (though content appears to have section headers), Heavy commercial focus may overshadow objective medical information, Paid testimonials with disclaimer reduce credibility of social proof, Missing contact information on the page, The page is heavily CSS/media-query laden in the excerpt, suggesting potential rendering complexity, No citations or references to clinical studies supporting efficacy claims • Mc Description: The main content is a commercial product page for generic tadalafil offered through Hims telehealth. It includes a hero section with key value propositions, mechanism of action explanation, customer testimonials, dosing information, side effects, a comprehensive FAQ, and cross-promotion of other ED treatments. The page is structured to convert visitors into customers while providing sufficient medical information.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Licensed telehealth platform operating under state medical board regulations • Peter J. Stahl, MD is a verifiable urologist/medical professional • BBB and consumer review presence as a major telehealth brand

Trust Analysis

Transparency: Moderate transparency. The page discloses the commercial nature of testimonials, the prescription requirement, and the medical reviewer. However, it lacks contact information, detailed author credentials in accessible format, and citations for medical claims. The commercial purpose is clear but not hidden. • Trust Factors: Medically reviewed by named physician (Peter J. Stahl, MD), Legitimate, publicly traded telehealth company with regulatory oversight, Prescription requirement with licensed provider consultation disclosed, FDA approval of medication clearly stated, Paid testimonial disclosure demonstrates transparency, Structured data and breadcrumb navigation indicate professional web development, Safety information prominently referenced multiple times, Drug interactions and contraindications comprehensively listed • Distrust Factors: No contact information visible on this specific page, No About page linked from this page, Author metadata fields appear empty despite 'Has Author Info: True', Strong commercial intent may bias medical information presentation, No citations to peer-reviewed studies or clinical evidence, Testimonials are paid and results unverified, Pricing claims ('90% less') lack transparent sourcing

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'business_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Peter J. Stahl, MD', 'regulatory_status': 'Licensed telehealth platform with state-licensed medical providers'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original to Hims brand and service, No keyword stuffing or manipulative SEO patterns detected, No suspicious patterns flagged in metadata

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. Its commercial purpose (selling tadalafil via telehealth) is clear and transparent. The paid testimonial disclosure, prescription requirement disclosure, and safety information prevent deceptive practices. Marketing language ('90% less than Cialis') is promotional but not factually false. The page does not disguise ads as content or use dark patterns to obstruct main content.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. It accurately describes a legitimate FDA-approved prescription medication, requires physician consultation before dispensing, and includes appropriate safety warnings including serious side effects and contraindications. The commercial nature introduces some bias but does not rise to the level of harmful misinformation. The paid testimonial disclosure prevents deceptive advertising claims.

Ads Analysis

Ad Placement: The page has ads flagged in metadata. Given this is a commercial product page, the 'ads' likely refer to cross-promotional content for other Hims products (3-in-1 Hard Mints, Viagra, Sildenafil) displayed at the bottom of the page. These are contextually relevant to the page topic and do not appear to obstruct the main content. • User Experience Impact: Minimal negative impact. Cross-promotional product listings are standard e-commerce practice and are placed after the main informational content. They provide potentially useful alternatives for users who may not be suited for tadalafil specifically.

Recommendations

Critical Issues

• No contact information on the page is a significant trust gap for a YMYL health/medical page

• Author metadata fields are empty despite the page claiming author info exists - this needs to be resolved for proper E-E-A-T signaling

Improvements

• Add visible contact information (phone, email, or chat) directly on the page to improve trust signals

• Include citations to peer-reviewed clinical studies supporting tadalafil efficacy and safety claims

• Fix empty author metadata fields and ensure medical reviewer credentials are properly structured in schema markup

• Add an About page link or company credibility section to establish organizational authority

• Correct the minor typo 'tadalfil' in the side effects section heading

• Clarify the '10mg daily' dosing claim in the FAQ to align with standard clinical guidelines (typically 2.5mg-5mg for daily use)

• Add H2 heading structure to improve content organization and SEO

• Include a link to the full prescribing information or package insert for complete medical transparency

Strengths

• Named medical reviewer (Peter J. Stahl, MD) provides credible medical oversight

• Comprehensive FAQ section covering mechanism, dosing, interactions, and safety

• Transparent disclosure of paid testimonials and prescription requirements

• Legitimate, regulated telehealth business with licensed medical providers

• Accurate drug interaction information including nitrates, alpha-blockers, and grapefruit

• Clear presentation of both serious and common side effects

151 https://hims.com/erectile-dysfunction/viagra 67

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:41

Scores at a Glance

65	PQ Score	68	E-E-A-T Overall	55	Experience	70	Expertise
75	Authoritativeness	72	Trust	72	Content Effort	65	Originality
70	Skill	80	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	65

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to inform users about Viagra, explain how to obtain it through Hims' telehealth platform, and convert visitors into customers by initiating an online medical consultation process. • Rating Justification: This is a legitimate commercial telehealth page from an established company (Hims) selling a prescription medication (Viagra) through a regulated online consultation process. The page provides accurate medical information, safety warnings, and drug interaction details. It has a medical reviewer credited. However, as a YMYL health page, it falls short of highest standards due to missing contact info, limited author credentials, no external citations, and its primary purpose being commercial conversion rather than comprehensive patient education. It meets medium-plus standards as it is helpful, accurate, and from a reputable source, but does not reach high/highest due to YMYL gaps.

E-E-A-T

Overall	68
Experience	55
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: Medical reviewer identified (Peter J. Stahl, MD), Accurate pharmacological and clinical information, Comprehensive drug interaction list, Clear safety warnings and emergency care instructions, Proper trademark and FDA approval disclosures, Structured data implemented, Legitimate telehealth business with regulatory oversight • Key Weaknesses: No visible contact information on the page, No About page link visible, Author/reviewer credentials not detailed beyond name and title, Primarily a commercial sales page rather than purely informational, No citations to clinical studies or external medical sources, Medical reviewer's qualifications and specialty not elaborated • Trust Evidence: The page includes important safety information, drug interaction warnings, contraindications, emergency care instructions, and proper FDA approval disclosures. It clarifies that Hims is not affiliated with or endorsed by Viatris. However, it lacks visible contact information, an about page link, and detailed author credentials beyond a name. • Expertise Evidence: The page includes a medical reviewer credit (Peter J. Stahl, MD), accurate pharmacological information about PDE5 inhibitors, correct dosage information (25mg, 50mg, 100mg), appropriate drug interaction warnings, and clinically accurate side effect listings. The mechanism of action explanation is medically sound. • Experience Evidence: The page is a commercial product page from Hims, a telehealth company. It mentions a medical review by 'Peter J. Stahl, MD' but lacks detailed first-hand patient experience narratives or clinical case studies. The content is written from a company perspective rather than from lived patient experience. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth company (NYSE: HIMS) with established brand recognition. The page correctly identifies FDA approval status, trademark ownership (Viatris Specialty LLC), and includes appropriate disclaimers. The company operates as a licensed telehealth provider.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns a prescription medication (Viagra/sildenafil) used to treat erectile dysfunction. It provides medical information about dosing, side effects, drug interactions, contraindications, and facilitates access to prescription drugs through an online consultation. Incorrect information or inappropriate access could directly harm users' health. • Potential Harm: Incorrect dosing information, missed contraindications, or inappropriate prescribing could lead to serious cardiovascular events, dangerous drug interactions (especially with nitrates), priapism, or other medical emergencies. The page facilitates actual prescription drug access. • Standards Required: Highest E-E-A-T standards required: verified medical expertise, clear authorship with credentials, citations to clinical evidence, comprehensive safety information, regulatory compliance, and transparent business practices.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ covering the most common patient questions about Viagra, Accurate mechanism of action explanation, Detailed drug interaction list with specific drug names and brand names, Clear safety warnings including emergency situations (priapism, vision loss), Transparent pricing information ($139/use for brand Viagra), Comparison to alternative treatments (Cialis, Tadalafil, Stendra), Medical reviewer credited • Weaknesses: No H2 headings for content organization (only H1), Heavy CSS/styling code in the content excerpt reduces readability of raw content, No external links to authoritative medical sources (FDA, NIH, etc.), Commercial conversion focus may overshadow comprehensive patient education, No patient testimonials or real-world outcome data • Mc Description: The main content is a product page for brand-name Viagra sold through Hims' telehealth platform. It includes product description, mechanism of action, dosing instructions, side effects, a comprehensive FAQ section covering common patient questions, drug interactions, safety information, and links to related ED treatments.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	Hims is a publicly traded company (NYSE: HIMS) • Regulated telehealth provider operating under state medical board oversight • BBB accreditation and consumer reviews available externally • Media coverage in major financial and health publications

Trust Analysis

Transparency: Moderate transparency. The company is clearly identified, trademark ownership is disclosed, FDA approval status is accurate, and the commercial nature is evident. However, the page lacks direct contact information, detailed reviewer credentials, and links to supporting clinical evidence, which reduces full transparency for a YMYL health page. • Trust Factors: Legitimate, publicly traded telehealth company, Medical reviewer credited (Peter J. Stahl, MD), Accurate FDA approval and trademark disclosures, Requires licensed provider consultation before prescribing, Comprehensive safety and drug interaction information, Structured data implemented correctly, Clear pricing transparency, Proper regulatory disclaimers about compounded vs. non-compounded medications • Distrust Factors: No visible contact information on the page, No About page link visible in the content, Medical reviewer credentials not detailed (specialty, institution, experience), No external citations to clinical studies, Primary purpose is commercial conversion, No patient privacy policy link visible in content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims, Inc.', 'stock_listing': 'NYSE: HIMS', 'medical_reviewer': 'Peter J. Stahl, MD', 'regulatory_status': 'Licensed telehealth provider'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial purpose (selling Viagra through a telehealth consultation). It accurately represents the product, its FDA approval status, trademark ownership, pricing, and safety profile. The requirement for a medical consultation before prescribing is clearly stated. No hidden fees or misleading claims detected.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It appropriately warns about contraindications, drug interactions, and emergency situations. The telehealth model requires a licensed provider consultation before prescribing, which adds a safety layer. Safety information is prominently included. The page does not make false efficacy claims or hide risks.

Ads Analysis

Ad Placement: The page has ads flagged but as a commercial product page, the promotional content for related Hims products (3-in-1 Hard Mints, Sildenafil, Cialis, Tadalafil) functions as internal cross-selling rather than third-party advertising. These are contextually relevant to the page topic. • User Experience Impact: The cross-promotional product listings for alternative ED treatments are contextually appropriate and may actually help users find more affordable alternatives (e.g., generic sildenafil at $4/use vs. brand Viagra at $139/use). They do not obstruct the main content.

Recommendations

Critical Issues

• Missing contact information on a YMYL health/medical page is a significant trust gap

• Medical reviewer credentials are insufficient for YMYL standards - name alone without specialty, institution, or verification link does not meet highest E-E-A-T requirements

Improvements

• Add detailed credentials for medical reviewer Peter J. Stahl, MD (specialty, institution, years of experience, board certifications)

• Include visible contact information (phone, email, or chat) on the page

• Add links to external authoritative sources (FDA drug label, NIH/PubMed clinical studies) to support efficacy and safety claims

• Add an About page link or company credentials section to establish organizational authority

• Include H2 headings for better content structure and accessibility

• Add a last-reviewed/updated date for the medical content

• Consider adding patient outcome data or clinical trial references to support efficacy claims

• Add a link to privacy policy and terms of service prominently

Strengths

• Accurate and comprehensive medical information about Viagra including mechanism of action, dosing, side effects, and drug interactions

• Legitimate telehealth business model with required licensed provider consultation before prescribing

• Transparent pricing and clear commercial intent without deceptive practices

• Proper FDA approval status, trademark disclosures, and regulatory compliance language

• Comprehensive drug interaction list with specific drug names benefiting patient safety

• Clear emergency care instructions (priapism, vision loss) that could prevent serious harm

152 https://hims.com/g/i/sh N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:33

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

153 https://hims.com/g/i/tt N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:33

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

154 https://hims.com/g/i/wm

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:33

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

155 https://hims.com/guides/how-to-take-sildenafil 48

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:49

Scores at a Glance

48	PQ Score	50	E-E-A-T Overall	35	Experience	55	Expertise
60	Authoritativeness	50	Trust	40	Content Effort	50	Originality
50	Skill	60	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform patients who have been prescribed sildenafil about how to take it, including dosage, timing, and side effects. It partially meets this purpose but lacks depth and authoritative sourcing. • Rating Justification: The page is published by a legitimate telehealth company and covers a relevant medical topic, but falls short of high quality standards for YMYL health content. The lack of author attribution, medical reviewer credits, citations, and the very low word count (538 words) for a prescription medication guide are significant deficiencies. It meets a basic informational purpose but does not satisfy the higher standards required for medical content.

E-E-A-T

Overall	50
Experience	35
Expertise	55
Authoritativeness	60
Trust	50

E-E-A-T Analysis

Key Strengths: Published by Hims, a well-known and regulated telehealth company, Structured data present, indicating some technical investment in content quality, Content is contextually appropriate for the platform's purpose • Key Weaknesses: No named author or medical reviewer identified on the page, No citations or references to clinical studies or medical guidelines, No contact information present on the page, Very short content (538 words) for a YMYL medical topic • Trust Evidence: The page has structured data and an About page, which are positive signals. However, there is no author attribution, no named medical reviewer, no contact information on the page, and no citations to clinical sources. For a YMYL health topic involving prescription medication, these omissions significantly reduce trust. • Expertise Evidence: Hims is a telehealth company with licensed healthcare providers on staff, lending some implied medical expertise. The content references clinical terminology (sildenafil citrate, generic Viagra) and mentions healthcare provider prescriptions, suggesting medically-informed writing. However, no named author or credentialed medical reviewer is listed on this page. • Experience Evidence: No personal experience or patient testimonials are present. The content is written in a general informational tone without first-hand accounts of using sildenafil. No author is identified who could demonstrate lived or clinical experience. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The domain hims.com is an established health platform. However, this specific guide page lacks citations to peer-reviewed sources, medical references, or named expert contributors.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides instructions on how to take a prescription medication (sildenafil/Viagra) for erectile dysfunction. Incorrect dosage information, missed drug interactions, or incomplete side effect warnings could directly harm a user's health. • Potential Harm: Users could take incorrect doses, ignore dangerous drug interactions (e.g., nitrates), or misunderstand contraindications, leading to serious cardiovascular events or other adverse health outcomes. • Standards Required: Highest E-E-A-T standards are required: named medical authors with credentials, medical reviewer attribution, citations to clinical guidelines, comprehensive side effect and contraindication information, and clear advice to consult a healthcare provider.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear and direct title that matches user intent, Accessible language appropriate for a general patient audience, Logical structure with overview and basics sections • Weaknesses: At 538 words, the content is far too short for a comprehensive medication guide, Likely missing critical safety information such as drug interactions and contraindications, No medical citations or references to authoritative sources, No author or medical reviewer identified, reducing credibility for YMYL content • Mc Description: The main content is a brief guide on how to take sildenafil for erectile dysfunction, covering basic instructions, dosage, meal timing, and side effects. It is written for patients who have recently been prescribed the medication.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health is a publicly traded company on NYSE (ticker: HIMS), subject to SEC reporting requirements'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'Hims has received significant press coverage in major publications including Forbes, WSJ, and TechCrunch'} • {'source': 'Hims is accredited by NABP (National Association of Boards of Pharmacy) for its online pharmacy operations'}

Trust Analysis

Transparency: Moderate transparency at the company level (public company with About page) but low transparency at the content level (no named authors, no medical reviewers, no sources cited). The commercial nature of the platform (selling the medication being described) creates a potential conflict of interest that is not disclosed. • Trust Factors: Hims is a publicly traded, regulated telehealth company with established brand reputation, The platform is subject to healthcare regulations and pharmacy licensing requirements, Structured data present indicating technical investment in content, About page exists providing company information • Distrust Factors: No author or medical reviewer identified on this specific page, No contact information present on the page, No citations to clinical sources or medical guidelines, Ads present on a medical information page, Very thin content for a prescription medication guide

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform and online pharmacy', 'company': 'Hims & Hers Health, Inc.', 'medical_staff': 'Employs licensed healthcare providers, but none named on this page', 'regulatory_status': 'Publicly traded (NYSE: HIMS), licensed telehealth and pharmacy operator'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–

Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and brand-specific, No suspicious patterns flagged in page structure

Deception Analysis

Severity: minor • Deception Details: No deceptive practices detected. The page title and meta description accurately reflect the content. However, there is an inherent commercial interest as Hims sells sildenafil, and this relationship is not explicitly disclosed on the content page, which could be considered a minor transparency issue rather than active deception.

Harm Analysis

Severity: low • Harm Details: No overtly harmful or misleading content is detected based on the available excerpt. The page appears to provide standard medication guidance. However, the risk of harm through omission (missing drug interactions, contraindications) is a concern for a YMYL medical page.

Ads Analysis

Ad Placement: Ads are present on the page. The specific placement is not detailed in the provided data, but ads on a prescription medication guide page raise concerns about user experience and potential conflicts of interest. • User Experience Impact: Ads on a medical information page can distract from important health information and may create confusion between editorial content and promotional content, particularly given that Hims sells the medication being described. This is a moderate concern for a YMYL health page.

Recommendations

Critical Issues

• No named author or medical reviewer on a YMYL prescription medication guide — this is the most critical deficiency for E-E-A-T compliance

• Content is critically thin at 538 words for a prescription medication guide, likely omitting important safety information such as drug interactions and contraindications

Improvements

• Add a named author with medical credentials (e.g., MD, PharmD) and a separate named medical reviewer to the page

• Significantly expand content to at least 1500-2000 words covering dosage ranges, drug interactions (especially nitrates and alpha-blockers), contraindications, what to do in case of overdose, and when to seek emergency care

• Add citations to clinical sources such as FDA prescribing information, peer-reviewed studies, or established medical guidelines

• Include a clear disclosure of the commercial relationship between the content and Hims' sildenafil product offerings

• Add contact information or a clear link to patient support resources on the page

• Implement medical content review dates and last-updated timestamps

Strengths

• Published by a legitimate, regulated, and publicly traded telehealth company with established brand authority

• Clear and accurate title and meta description that match user intent

• Structured data implementation demonstrates technical content investment

• No harmful, deceptive, or spam content detected

156 https://hims.com/hair-loss

52

Confidence: 0.78

Needs Work

Analysed: 18 Jun 2026 05:42

Scores at a Glance

55	PQ Score	60	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	58	Trust	60	Content Effort	55	Originality
65	Skill	55	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page to convert visitors into customers for Hims hair loss treatment subscriptions, providing product overview, social proof via testimonials, and calls to action. • Rating Justification: This is a commercial landing page for a YMYL health product (prescription hair loss treatments). While the page is from a legitimate, known telehealth company and includes some regulatory disclosures, it lacks the depth of medical expertise signals required for high-quality YMYL health content. There are no named medical professionals, no linked clinical evidence, and the content is primarily promotional. The FDA disclaimer about compounded drugs not being approved for safety/effectiveness is a notable concern. The page meets basic functional requirements but falls short of the higher standards required for health-related commercial pages.

E-E-A-T

Overall	60
Experience	55
Expertise	60
Authoritativeness	70
Trust	58

E-E-A-T Analysis

Key Strengths: Recognized telehealth brand with established market presence, Includes regulatory disclaimers about compounded drugs and FDA status, Prescription requirement mentioned, indicating medical oversight, Before/after photos with time stamps add some credibility, Structured data implemented correctly • Key Weaknesses: No named medical authors or reviewers on the page, No contact information visible, No about page linked, Testimonials are paid and results not independently verified, Clinical study citations are vague and not linked to sources, Compounded drug disclaimer raises safety concerns • Trust Evidence: The page includes an FDA disclaimer about compounded drugs, notes that Rx is required, and labels testimonials as paid. However, there is no visible contact information, no about page link, no named medical authors or reviewers, and no independent third-party verification of claims. The disclaimer about compounded drugs not being FDA-approved is a significant trust concern for a health product page. • Expertise Evidence: The page references doctor-trusted ingredients (finasteride, minoxidil), mentions prescription requirements, and briefly explains the mechanism of action (DHT blocking). However, there is no named medical author, no cited clinical studies beyond a vague footnote referencing 'separate individual studies,' and no detailed clinical information. • Experience Evidence: The page features before/after customer testimonials with verified reviews and time-stamped progress photos (Month 0 to Month 12), demonstrating real user experiences. However, the page explicitly states these are 'paid testimonials' and results have not been independently verified. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space with a recognizable brand. The site mentions licensed medical providers, prescription requirements, and FDA regulatory disclosures. The brand has significant market presence and media coverage.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes prescription medications (finasteride, minoxidil) and compounded pharmaceutical products for hair loss treatment. Decisions made based on this content could directly affect a user's physical health, including exposure to prescription drugs with known side effects (e.g., finasteride's sexual side effects). The page explicitly mentions Rx-required treatments and compounded drugs. • Potential Harm: Users may make decisions about starting prescription medications based on promotional content without adequate medical information about risks, contraindications, or side effects. The compounded drug disclaimer indicates these products are not FDA-verified for safety or effectiveness, which poses a direct health risk if users proceed without proper medical evaluation. • Standards Required: Highest standards of E-E-A-T are required. The page should include named, credentialed medical professionals, clear safety information, links to clinical evidence, transparent disclosure of risks and side effects, and verifiable contact/about information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear value proposition communicated upfront, Before/after photos provide visual evidence of results, Brief but accurate explanation of finasteride mechanism, Regulatory disclaimers present (FDA, paid testimonials) • Weaknesses: Extremely thin medical/educational content for a prescription drug page, No information about side effects or contraindications, No named medical professionals or credentials displayed, Clinical study references are vague and unlinked, Content is primarily promotional rather than informational, No FAQ section addressing common health concerns, Effective word count is very low due to CSS bloat in content • Mc Description: The main content consists of a hero section with key value propositions, a before/after testimonial carousel with paid customer reviews, a 'Why men choose Hims' feature section, and a brief explanation of how finasteride and minoxidil work. The actual substantive text content is minimal given the 1893 word count is heavily diluted by inline CSS code.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims is a publicly traded company (NYSE: HIMS) with significant brand recognition • The company has been covered by major media outlets • Has faced FTC scrutiny regarding advertising claims in the past • BBB and Trustpilot reviews exist externally

Trust Analysis

Transparency: Partial transparency - the page discloses paid testimonials and includes an FDA disclaimer about compounded drugs, but lacks transparency about medical team credentials, clinical evidence sources, and medication risks. • Trust Factors: Publicly traded, established telehealth company, Prescription requirement indicates some medical oversight, FDA disclaimer about compounded drugs shows regulatory awareness, Paid testimonial disclosure shows some transparency, Structured data implemented correctly, Breadcrumb navigation present • Distrust Factors: No contact information on the page, No named medical authors or reviewers, No about page linked from this page, Compounded drugs explicitly not FDA-verified for safety/effectiveness, Clinical claims not linked to verifiable sources, Paid testimonials with unverified results, No side effect disclosures for prescription medications

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'regulatory_status': 'Operates as telehealth platform with licensed medical providers; sells prescription and compounded medications'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading health claims • incomplete safety information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Heavy inline CSS in content area inflates apparent word count, Repetitive CSS media query blocks dominate the page source

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive in purpose or design - it is clearly a commercial product page. However, there are informational deception concerns: presenting paid testimonials with clinical-sounding timeframes without independent verification, making efficacy claims based on unlinked studies, and omitting significant safety information (side effects) for prescription medications. The FDA disclaimer about compounded drugs is present but may be insufficiently prominent relative to the confidence-inspiring marketing claims.

Harm Analysis

Severity: low • Harm Details: The page promotes prescription medications and compounded drugs with confidence-inspiring before/after imagery and testimonials while omitting critical safety information such as side effects of finasteride (including sexual dysfunction, depression risks). The FDA disclaimer about compounded drugs not being verified for safety is present but minimized. The claim 'Regrow hair in as few as 3-6 months' based on unlinked 'separate individual studies' could mislead users about expected outcomes. Paid testimonials presented alongside clinical timeframes may create false impressions of clinical validation.

Ads Analysis

Ad Placement: The page has ads flagged but as a commercial product page, the primary content itself is promotional/commercial in nature. The ads appear to be integrated into the page's commercial purpose rather than third-party display advertising that would obstruct content. • User Experience Impact: The commercial nature of the page is clear and the promotional content does not appear to obstruct the main content. Users can navigate the page without significant interference.

Recommendations

Critical Issues

• No side effect disclosures for prescription medications (finasteride) on a page promoting those medications - this is a significant YMYL health safety concern

• FDA disclaimer about compounded drugs not being verified for safety/effectiveness is present but insufficiently balanced against strong efficacy marketing claims

• Complete absence of named medical professionals or reviewers for prescription drug promotional content

Improvements

• Add named, credentialed medical professionals (e.g., dermatologists, physicians) who review and endorse the content, with their credentials clearly displayed

• Include comprehensive side effect information for finasteride and minoxidil, including serious risks like sexual dysfunction associated with finasteride

• Link clinical study citations to actual published research rather than vague footnotes referencing 'separate individual studies'

• Add visible contact information (phone, email, address) to improve trust signals

• Create and link to a detailed About page explaining the company's medical team and oversight processes

• Add an FAQ section addressing common medical questions about hair loss treatments, eligibility, and safety

• Improve the prominence and clarity of the FDA compounded drug disclaimer relative to efficacy claims

• Consider adding independent third-party verification or certification badges for medical content

Strengths

• Established, publicly traded telehealth company with significant brand recognition and market presence

• Includes regulatory disclosures (FDA compounded drug disclaimer, paid testimonial disclosure, Rx requirement)

• Professional design with before/after documentation and time-stamped customer results

• Structured data correctly implemented for breadcrumbs

• Brief but accurate mechanism-of-action explanation for finasteride

157 https://hims.com/hair-loss/finasteride

52

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:36

Scores at a Glance

52	PQ Score	55	E-E-A-T Overall	55	Experience	50	Expertise
60	Authoritativeness	55	Trust	55	Content Effort	60	Originality
58	Skill	60	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for oral finasteride, aiming to convert visitors into customers by explaining the product, its mechanism, side effects, and process for obtaining a prescription through Hims' telehealth platform. • Rating Justification: This is a commercial product page for a prescription medication (finasteride) from a legitimate telehealth company. It provides basic product information, mechanism of action, side effect disclosures, and customer testimonials. However, as a YMYL health page selling prescription medication, it falls short of the highest standards: no named medical reviewers, no citations, no contact info, and the content is primarily sales-oriented rather than comprehensively informative. The side effect disclosures and FDA approval mention partially redeem it, but the lack of E-E-A-T signals for a prescription drug page keeps it at medium.

E-E-A-T

Overall	55
Experience	55
Expertise	50
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: FDA-approved medication with 25+ years of approval history, Discloses known side effects including rare but serious ones, Mentions licensed provider involvement in prescribing, Verified customer reviews with before/after photo documentation, Structured data implementation for product information • Key Weaknesses: No named medical authors or reviewers with credentials, No contact information visible on the page, No about page or company transparency information, No citations to specific clinical studies despite referencing statistics, Primarily a commercial conversion page rather than an informational resource, Missing meta description reduces discoverability transparency • Trust Evidence: The page discloses side effects including sexual side effects and depressive symptoms, mentions free provider access, and notes that topical finasteride may have lower side effect risk. However, there is no contact info visible, no author info, no about page link, and the page is primarily a sales/conversion page for a prescription medication. • Expertise Evidence: The page mentions FDA approval for 25+ years, explains the mechanism of action (DHT reduction), references licensed providers, and mentions side effect statistics from a study (1.2-1.4%). However, no named medical authors, no citations to specific studies, and no credentials of reviewing physicians are displayed. • Experience Evidence: The page includes before/after customer photos with verified reviews showing real user experiences over months of treatment. Multiple testimonials with named individuals and specific timeframes (Month 0 to Month 4-12) suggest genuine user experience documentation. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space. The product is FDA-approved (generic for Propecia). The site uses structured data and has a clear brand identity. However, this is a commercial product page, not an authoritative medical resource.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly sells a prescription medication (finasteride) for hair loss treatment. Finasteride has known side effects including sexual dysfunction and depression. Users making decisions based on this page could directly impact their physical and mental health. This is unambiguously YMYL content. • Potential Harm: Users could make uninformed decisions about starting a prescription medication with significant potential side effects (sexual dysfunction, depression, potential post-finasteride syndrome) based on a sales-oriented page that minimizes risks. The page could also lead users to self-diagnose and seek prescription medication without adequate medical consultation. • Standards Required: Highest E-E-A-T standards required: named medical professionals with credentials reviewing content, citations to peer-reviewed studies, comprehensive side effect disclosure, clear information about contraindications, and transparent company/provider information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear explanation of how finasteride works (DHT mechanism), Honest disclosure of sexual side effects and depression risk, Before/after customer photos with specific timeframes add credibility, Structured process makes it easy to understand how to get started, Mentions alternative (topical finasteride) with comparative benefit information • Weaknesses: Actual informational content is very thin for a prescription medication, No comprehensive side effect list or contraindications, No information about who is NOT a good candidate for finasteride, No dosing information or what to expect timeline-wise beyond testimonials, No information about what happens if you stop taking the medication, Missing H2 headings makes content structure poor, No links to more detailed medical information or resources • Mc Description: The main content is a product landing page for oral finasteride, covering: product description, mechanism of action (DHT reduction), side effect disclosure, a 4-step process for obtaining the medication, customer testimonials with before/after photos, and calls to action.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) • FDA-approved product (generic for Propecia) • Licensed provider network mentioned • Verified customer reviews with photo documentation

Trust Analysis

Transparency: Moderate transparency - the company is identifiable and legitimate, side effects are partially disclosed, and the prescription process is explained. However, the page lacks the full medical transparency expected for a prescription medication sales page, including no named medical reviewers, no study citations, and no comprehensive risk disclosure. • Trust Factors: Hims is a legitimate, publicly traded telehealth company with established reputation, Product is FDA-approved with 25+ years of approval history, Discloses side effects including rare but serious ones, Mentions licensed provider involvement before prescribing, Verified customer reviews with before/after photos, Structured data implementation shows technical legitimacy, Free provider access for questions mentioned • Distrust Factors: No contact information visible on the page, No named medical authors or reviewers, No about page link visible, No citations for medical claims or statistics, Primarily sales-oriented content for a prescription medication, Missing meta description, No mention of Post-Finasteride Syndrome or full FDA black box warnings, Side effect statistics reference 'one study' without citation

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'stock': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'services': 'Online prescription services through licensed providers', 'fda_status': 'Sells FDA-approved medications'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_medical_claims • incomplete_risk_disclosure
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original product page from legitimate company, Customer testimonials appear genuine with specific details

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive but contains some misleading information through omission. The marketing language ('Your secret weapon') and selective presentation of side effects (mentioning only 1.2-1.4% rate without full context) could create an overly optimistic impression of the medication's safety profile. The page does not mention Post-Finasteride Syndrome, which is a recognized condition with ongoing medical debate. These are minor informational deceptions through omission rather than active deception.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in that it presents finasteride in an overwhelmingly positive light with minimal risk disclosure for a YMYL prescription medication. The side effects section mentions sexual side effects and depression but does not mention Post-Finasteride Syndrome, does not list all FDA-required warnings, and does not mention contraindications. The marketing language ('Your secret weapon for hair regrowth') minimizes the medical nature of the product. However, the page does include a licensed provider review step which mitigates direct harm.

Ads Analysis

Ad Placement: The page itself is essentially a product advertisement/landing page for Hims' finasteride product. The 'Has Ads: True' flag likely refers to the page's own promotional content and calls-to-action rather than third-party advertising. The CTAs ('Get started', 'Try Hims') are integrated into the page design. • User Experience Impact: The promotional nature of the page is clear and expected for a product landing page. CTAs are appropriately placed and do not obstruct the informational content. The overall user experience is clean and conversion-focused without being aggressive.

Recommendations

Critical Issues

• No named medical authors or reviewers for a prescription medication page - critical E-E-A-T failure for YMYL content

• Incomplete risk disclosure: missing Post-Finasteride Syndrome, contraindications, and full FDA warning information

• No citations for medical statistics cited (1.2-1.4% side effect rate, topical finasteride comparison claims)

Improvements

• Add named medical reviewers with credentials (MD, dermatologist) who have reviewed the page content

• Include citations to specific clinical studies for all medical claims and statistics

• Add comprehensive side effect disclosure including Post-Finasteride Syndrome and full FDA-required warnings

• Include contraindications and information about who should NOT take finasteride

• Add visible contact information and link to About page

• Add H2 headings to improve content structure and scannability

• Include information about what to expect timeline-wise and what happens if treatment is discontinued

• Add a meta description for better search result presentation

• Include drug interaction information

• Add links to authoritative external resources (FDA, medical journals) for users who want more information

Strengths

• Legitimate, publicly traded telehealth company with established brand reputation

• FDA-approved product with 25+ years of approval history clearly stated

• Honest partial disclosure of side effects including sexual dysfunction and depression

• Verified customer testimonials with before/after photos and specific timeframes add genuine social proof

• Clear explanation of mechanism of action (DHT reduction) in accessible language

• Structured process for obtaining prescription through licensed providers reduces direct harm risk

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Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:43

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	55	Experience	50	Expertise
65	Authoritativeness	55	Trust	60	Content Effort	55	Originality
58	Skill	55	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page for a prescription hair loss chewable tablet, aiming to inform potential customers about the product and convert them to start a consultation. It adequately describes the product, ingredients, mechanism, process, and includes social proof. • Rating Justification: This is a product detail page (PDP) for a prescription compounded medication combining finasteride and minoxidil. It is a YMYL health page selling a prescription drug product. While it meets basic e-commerce PDP standards (product description, ingredients, how it works, reviews, process steps), it lacks the higher E-E-A-T signals required for YMYL health content: no named medical authors, no cited clinical evidence, no contact info, and no About page. The page is functional and not deceptive, but falls short of the high standards required for prescription medication pages. It rates Medium rather than Low because it does include important safety disclosures, a legitimate telehealth process, and verified reviews.

E-E-A-T

Overall	56
Experience	55
Expertise	50
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Includes FDA disclaimer about compounded drugs — important transparency for a prescription product, Verified customer reviews with before/after photos and named reviewers, Structured data (Product schema) implemented correctly, Mentions licensed provider review process and prescription requirement, Explains basic mechanism of action for both active ingredients • Key Weaknesses: No named medical author or reviewer with credentials, No citations to clinical studies supporting efficacy claims, No contact information visible on the page, No About page link present, Efficacy claim ('3-6 months') is based on 'separate individual studies' with no links to those studies, Compounded product with no FDA approval — higher scrutiny required for YMYL health content • Trust Evidence: The page includes an important safety information link, discloses that 'Hair Hybrids are compounded products' and that 'FDA does not approve nor verify the safety, effectiveness, or quality of compounded drugs,' and notes 'Rx required.' These disclosures are positive trust signals. However, no contact info, no about page, no author info, and no meta description are present on this page. • Expertise Evidence: The page mentions 'doctor-trusted ingredients' and 'licensed provider reviews your info,' suggesting medical oversight. It explains the mechanism of finasteride (reducing DHT) and minoxidil (relaxing blood vessels) at a basic level. However, there is no named medical author, no cited clinical studies, no credentials displayed, and no author information present. • Experience Evidence: The page includes before/after customer photos with verified reviews showing real user experiences over months of treatment (Month 0 to Month 12). Multiple named reviewers with specific timelines provide some experiential evidence. However, these are curated testimonials on a commercial page, not independent experience documentation. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space with brand recognition. The product page includes structured data, breadcrumb navigation, and a professional e-commerce setup. The company is a legitimate licensed telehealth provider. However, this specific page lacks citations to peer-reviewed research or external authoritative sources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes and sells a prescription compounded medication containing finasteride (1.2mg) and minoxidil (3mg). Finasteride is a prescription drug with known side effects including sexual dysfunction and, per FDA labeling, potential risks. The page directly influences health decisions and purchasing of prescription medications. This is unambiguously YMYL health content. • Potential Harm: Users may make health decisions based on incomplete information. The page does not prominently display side effects of finasteride (e.g., sexual side effects, post-finasteride syndrome concerns, contraindications). The compounded nature of the product means it lacks FDA approval for safety and efficacy. Inadequate safety information could lead users to take a prescription medication without fully understanding risks. • Standards Required: Highest E-E-A-T standards required: named medical authors with credentials, citations to peer-reviewed clinical evidence, comprehensive side effect disclosures, clear contraindication information, and transparent contact/about information for the responsible medical entity.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product description with specific ingredient dosages listed, Mechanism of action explained for both active ingredients, Before/after photos with named verified reviewers and specific timeframes, FDA compounded drug disclaimer included, Clear process steps for obtaining treatment, Prescription requirement disclosed • Weaknesses: No side effect information or contraindications listed — critical omission for a prescription medication page, No links to clinical studies supporting efficacy claims, No named medical professional authoring or reviewing the content, Content is primarily marketing-oriented rather than medically informative, 2070 words is largely CSS/structured data — actual readable content is much shorter, No FAQ section addressing common patient concerns, No information about what happens if treatment is not appropriate for a user, Missing meta description • Mc Description: The main content is a product detail page for a prescription compounded chewable containing finasteride 1.2mg, minoxidil 3mg, and a supplement blend. It includes a product description, ingredient list, mechanism of action, a 4-step process for getting treatment, before/after customer reviews, and CTAs to start a consultation.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with established brand presence • The company is a licensed telehealth provider operating across multiple US states • Hims has received media coverage from major outlets and has a known reputation in the men's health telehealth space

Trust Analysis

Transparency: Partial transparency. The page discloses the compounded nature of the product and FDA non-approval status, and requires a prescription. However, it lacks transparency about side effects, does not identify medical authors, and provides no direct contact information. The overall transparency is adequate for a commercial PDP but insufficient for YMYL health standards. • Trust Factors: Hims is a legitimate, publicly traded telehealth company with regulatory oversight, Page includes FDA compounded drug disclaimer — demonstrates regulatory awareness, Prescription requirement disclosed — not selling OTC without medical oversight, Verified customer reviews with before/after photos, Licensed provider review process described, Structured data and professional technical implementation, Free shipping and discreet delivery are standard e-commerce trust signals • Distrust Factors: No contact information on the page, No About page link, No named medical author or reviewer, No citations to clinical studies, Side effects of finasteride not disclosed on the page, Compounded product lacks FDA approval for safety/efficacy, Page title includes 'PDP (New url)' suggesting internal staging content may have been published, Missing meta description

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'stock': 'Publicly traded on NYSE: HIMS', 'company': 'Hims, Inc. (operating as hims.com)', 'services': "Online prescription services for men's health including hair loss, ED, mental health", 'regulatory': 'Licensed telehealth provider; works with licensed medical providers'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	incomplete_medical_information • unsubstantiated_efficacy_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page title contains 'PDP (New url)' which suggests an internal staging or test URL may have been indexed — minor concern about content management practices

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in its design or purpose. It is clearly a product page for a prescription hair loss treatment. The FDA disclaimer and prescription requirement are disclosed. The efficacy claims are somewhat misleading (citing separate studies for individual ingredients rather than the combined product) but this is a common marketing practice rather than deliberate deception. The page does not use dark patterns or obscure its commercial intent.

Harm Analysis

Severity: low • Harm Details: The page is misleading in a limited sense: it promotes a prescription medication without disclosing known side effects of finasteride (which include sexual dysfunction, depression, and post-finasteride syndrome — topics of ongoing medical discussion). The efficacy claim of '3-6 months' is attributed to separate studies of individual ingredients, not the combined compounded formulation. The page is not overtly deceptive but omits material safety information that a reasonable person would want before starting a prescription medication. This constitutes a mild form of misleading content in the YMYL health context.

Ads Analysis

Ad Placement: The page is itself a commercial product page (PDP) for Hims products. The 'Has Ads: True' flag likely refers to the commercial nature of the page itself or tracking/marketing scripts rather than third-party display advertising. CTAs ('Get started', 'Try Hims') are integrated into the page design as conversion elements. • User Experience Impact: The commercial CTAs are appropriately placed and do not obstruct the main content. The page follows standard e-commerce PDP conventions with CTAs at logical points in the user journey.

Recommendations

Critical Issues

• Complete absence of side effect disclosures for finasteride — a prescription drug with FDA-mandated safety information including sexual dysfunction and depression risks — is a significant omission for a YMYL health page

• Page title contains internal staging text 'PDP (New url)' suggesting this may be an improperly indexed test/staging URL rather than the intended production page

Improvements

• Add named medical author/reviewer with credentials (e.g., 'Reviewed by Dr. [Name], MD, Board-Certified Dermatologist') to establish medical expertise

• Include comprehensive side effect information for finasteride and minoxidil, including sexual side effects, contraindications, and when to consult a doctor

• Add citations and links to the clinical studies referenced in the '3-6 months' efficacy claim

• Add contact information (phone, email, or chat) directly on the page

• Add a link to the About/Company page to establish organizational credibility

• Fix the page title to remove internal staging text 'PDP (New url)' and add a proper meta description

• Clarify that the '3-6 months' claim is based on separate studies of individual ingredients, not the combined compounded formulation

• Add an FAQ section addressing common patient concerns about safety, side effects, and what to do if treatment is not appropriate

• Consider adding a link to the full prescribing information or safety information page more prominently

Strengths

• Legitimate, publicly traded telehealth company with regulatory oversight and licensed medical providers

• Includes FDA compounded drug disclaimer and prescription requirement disclosure — demonstrates regulatory transparency

• Before/after customer photos with named verified reviewers and specific treatment timelines provide genuine social proof

• Clear ingredient dosages listed (1.2mg finasteride, 3mg minoxidil) with basic mechanism of action explained

• Professional technical implementation with structured data (Product schema, BreadcrumbList), responsive design, and clear conversion funnel

159 https://hims.com/hair-loss/finasteride-minoxidil-supplement-pill 52

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:45

Scores at a Glance

52 PQ Score	56 E-E-A-T Overall	55 Experience	50 Expertise
65 Authoritativeness	55 Trust	60 Content Effort	65 Originality
60 Skill	50 Accuracy	65 Reputation	

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page to inform potential customers about the Finasteride & Minoxidil + Supplement Blend Pill and drive them to start a consultation/purchase process. • Rating Justification: This is a product detail page (PDP) for a prescription hair loss treatment from a legitimate telehealth company. It fulfills its commercial purpose adequately with product details, ingredient lists, customer testimonials, and a clear purchase/consultation flow. However, it lacks depth of medical information, has no author credentials, no direct study citations, and the efficacy claims are extrapolated from separate studies rather than this specific formulation. For a YMYL health product page, these gaps lower the quality rating.

E-E-A-T

Overall	56
Experience	55
Expertise	50
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Transparent disclosure that product is a compounded drug not FDA-approved, Clear labeling of paid testimonials with disclaimer about unverified results, Prescription requirement noted, implying medical oversight, Named customer reviews with before/after photos and timeframes, Proper structured data (Product schema with pricing) • Key Weaknesses: No named medical author or credentialed expert associated with the page content, No direct links to the referenced clinical studies (footnote 1 is vague), No contact information or about page accessible from this page, Claims like 'grow thicker, fuller hair in 3-6 months' are based on separate studies of individual ingredients, not this specific compounded product, Missing meta description reduces discoverability and transparency • Trust Evidence: The page includes important safety information links, discloses that the product is a compounded drug not FDA-approved, notes 'Rx required,' and labels testimonials as 'Paid testimonials' with a disclaimer that results have not been independently verified. However, no contact info, about page, or author info is present on this specific page. • Expertise Evidence: The page mentions 'doctor-trusted Rx' and 'licensed provider reviews your info' indicating medical professional involvement in the prescribing process. However, no specific medical authors, credentials, or clinical references are cited on the page itself. The footnote references 'separate individual studies' but does not link to them. • Experience Evidence: The page includes before/after customer photos with verified reviews showing real user experiences over months of treatment. Multiple testimonials with named customers (Courtney L., Anthony G., John T., Joshua G., Antonio C., Philip W.) and timestamped progress photos suggest genuine user experience documentation. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space. The product involves FDA-regulated prescription medications (finasteride, minoxidil). The page includes proper regulatory disclaimers about compounded products. Structured data is implemented correctly.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes and sells prescription medications (finasteride and minoxidil) combined with supplements for hair loss treatment. Finasteride is a prescription drug with known side effects including sexual dysfunction and potential links to depression. Minoxidil also carries cardiovascular risks. This is clearly a health and safety YMYL topic. • Potential Harm: Users may make health decisions based on this page's claims. Inadequate disclosure of side effects, contraindications, or drug interactions could lead to harm. The compounded nature of the product (not FDA-approved for safety/efficacy) adds additional risk. Misleading efficacy claims could lead users to forgo other treatments. • Standards Required: Highest standards of medical accuracy, transparent disclosure of risks and side effects, clear identification of medical professionals involved, citations to peer-reviewed studies, and full regulatory compliance disclosures are required for this type of YMYL health product page.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear ingredient disclosure with specific dosages (1.2mg finasteride, 3mg minoxidil), Multiple verified customer testimonials with before/after photos and specific timeframes, Transparent disclosure of compounded drug status and FDA non-approval, Clear process flow for getting started (consultation → provider review → delivery → support), Paid testimonial disclosure present • Weaknesses: No prominent side effect or contraindication information for prescription medications, Efficacy claims not supported by studies specific to this compounded formulation, Very limited actual medical/educational content for a prescription drug product, No pricing transparency beyond the $29 in structured data, Missing meta description, Page title includes 'PDP' which appears to be an internal label accidentally left in • Mc Description: The main content is a product detail page for a compounded prescription pill combining finasteride (1.2mg), minoxidil (3mg), and a supplement blend. It includes product description, ingredient list, how-it-works section, customer testimonials with before/after photos, and a consultation CTA flow.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) • Hims has been covered by major media outlets • Hims has faced FTC scrutiny and regulatory attention in the telehealth space • The company operates licensed pharmacy and medical provider networks

Trust Analysis

Transparency: Partial transparency — the page discloses the compounded/non-FDA-approved status and paid testimonial nature, but lacks medical authorship, side effect information, and study citations. The 'PDP' in the page title suggests possible internal/staging page exposure. • Trust Factors: Hims is a legitimate, publicly traded telehealth company with established brand recognition, Prescription requirement implies licensed medical provider oversight, FDA compounded drug disclaimer is present and accurate, Paid testimonial disclosure is present, Structured data correctly implemented with accurate product information, Results disclaimer ('Individual results may vary') is present • Distrust Factors: No contact information on this page, No author or medical reviewer identified, No about page linked from this page, Page title contains 'PDP' suggesting it may be a staging or internal page accidentally indexed, Efficacy claims extrapolated from separate studies, not this product, Side effects not prominently disclosed for prescription medications, Missing meta description

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'services': 'Online prescription services, telehealth consultations, compounded medications', 'regulatory_status': 'Operates licensed pharmacy and medical provider networks; subject to FTC and FDA oversight'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page title contains 'PDP' which may indicate an internal/staging page accidentally published to production

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive in design or purpose — it is clearly a product page for a hair loss treatment. However, there is minor informational deception: efficacy claims are presented as if they apply to this specific product when they are based on separate studies of individual ingredients. The footnote disclosure is present but not prominently displayed. Side effects of prescription medications are not disclosed on the page, which could create a misleadingly positive impression of the product's risk profile.

Harm Analysis

Severity: low • Harm Details: The page makes efficacy claims ('grow thicker, fuller hair in 3-6 months') based on studies of individual ingredients rather than this specific compounded product. The FDA has not approved this compounded product for safety or efficacy. Side effects of finasteride (including sexual dysfunction, depression) and minoxidil (cardiovascular effects) are not prominently disclosed. This could mislead users into underestimating risks or overestimating guaranteed outcomes.

Ads Analysis

Ad Placement: The page is itself a commercial product page (PDP) for Hims' own product. The 'Has Ads: True' flag likely refers to the commercial nature of the page itself or tracking/remarketing scripts rather than third-party display advertising. • User Experience Impact: The commercial CTAs ('Get started', 'Try Hims') are integrated into the page design and do not obstruct the main content. The page functions as intended as a product detail page.

Recommendations

Critical Issues

• No side effect or safety information for prescription medications (finasteride, minoxidil) on the page — critical for YMYL health content

• Efficacy claims ('grow thicker, fuller hair in 3-6 months') are not supported by studies of this specific compounded product, creating potentially misleading health expectations

• Page title contains 'PDP' suggesting possible accidental indexing of an internal/staging page

Improvements

• Add prominent side effect and contraindication information for finasteride and minoxidil, including sexual dysfunction risks and cardiovascular considerations

• Identify and credit the medical professionals or pharmacists who formulated or reviewed this product

• Replace or supplement the vague footnote 1 with direct links to the specific clinical studies referenced

• Fix the page title to remove 'PDP' which appears to be an internal label

• Add a meta description for better search visibility and user expectation setting

• Add contact information and link to an about/company page from this product page

• Clarify that efficacy claims are based on individual ingredient studies, not this specific compounded formulation, more prominently

• Add pricing information more prominently (subscription terms, total cost)

• Include information about what happens if the provider does not prescribe the medication

Strengths

• Transparent FDA compounded drug disclaimer clearly stating the product is not FDA-approved for safety or efficacy

• Paid testimonial disclosure with individual results disclaimer

• Specific ingredient dosages listed (1.2mg finasteride, 3mg minoxidil)

• Multiple before/after customer photos with named reviewers and specific timeframes

• Clear prescription requirement noted, implying licensed medical provider oversight

• Proper Schema.org Product structured data implementation

160 https://hims.com/hair-loss/minoxidil

63

Confidence: 0.75

Should Rank

Analysed: 18 Jun 2026 05:35

Scores at a Glance

62	PQ Score	64	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	65	Trust	68	Content Effort	65	Originality
70	Skill	72	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product listing page for minoxidil topical solution, enabling users to purchase the product, understand its use, application, safety profile, and compare it with related products. It successfully fulfills this commercial and informational purpose. • Rating Justification: This is a product page for an FDA-approved OTC medication from a legitimate telehealth company. It provides useful product information, safety details, application instructions, and a comprehensive FAQ. However, as a YMYL health/medical product page, higher standards apply. The lack of named/credentialed authors, missing contact info, incentivized reviews, and absence of cited clinical sources prevent a High rating. The content is functional and reasonably informative but primarily serves a commercial purpose.

E-E-A-T

Overall	64
Experience	55
Expertise	65
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: FDA approval status clearly stated, Ingredient transparency (active and inactive), Drug interaction and contraindication warnings included, Verified customer reviews with free product disclosure, Structured data implementation, Clear pricing and subscription terms • Key Weaknesses: Author credentials are blank/unnamed despite 'Has Author Info: True', No About page or contact information on this page, Customer testimonials were incentivized (free product given), No citations to specific clinical studies referenced, Missing meta description • Trust Evidence: The page includes structured data, product schema, pricing transparency, subscription terms, shipping restrictions disclosure, safety information links, drug interaction warnings, and contraindication information. However, there is no visible contact information on this page, no About page detected, and author details appear blank. The disclosure that reviewers received free products is a positive transparency signal. • Expertise Evidence: The page correctly identifies FDA approval status, lists active and inactive ingredients, explains the mechanism of action (vasodilator, blood flow stimulation), notes appropriate use areas (vertex/crown), mentions drug interactions, contraindications, and side effects. The FAQ section demonstrates reasonable medical knowledge. However, author credentials are listed as present but appear blank/unnamed in the metadata, reducing verifiable expertise. • Experience Evidence: The page includes verified customer reviews from real users describing their personal experiences with the product. However, the page discloses that 'customers were given free product,' which reduces the independence of these testimonials. No medical professional first-person experience is demonstrated on the product page itself. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space with significant brand recognition. The product page references FDA approval, mentions clinical studies (94% effectiveness in post-marketing studies), and links to additional informational content. The company operates as a licensed telehealth provider, lending institutional authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells and provides information about a pharmaceutical product (minoxidil) used to treat hair loss. It includes dosage instructions, side effect information, drug interactions, contraindications, and medical conditions that affect eligibility. Incorrect use or misunderstanding of this information could directly impact a user's health. • Potential Harm: Users could misuse the product (incorrect dosage, use with contraindicated medications, use despite heart/kidney conditions), experience serious side effects (chest pain, irregular heartbeat, fainting), or make uninformed decisions about their hair loss treatment without consulting a healthcare provider. • Standards Required: High E-E-A-T standards are required. The page should have clearly identified medical authors with credentials, citations to peer-reviewed studies, prominent safety warnings, and clear guidance to consult healthcare providers. The commercial nature of the page must not overshadow safety information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ addressing common user questions about minoxidil, Clear application instructions with step-by-step guidance, Transparent ingredient listing (active and inactive), Appropriate safety warnings and contraindication information, Drug interaction information included, Clear pricing and subscription flexibility information, Honest disclosure about limitations (e.g., works best on vertex, not hairline) • Weaknesses: No H2 headings detected, suggesting potential structural issues in content organization, Author information is present but credentials are not visible/named, Customer reviews are incentivized (free product) which reduces their credibility, No citations to peer-reviewed studies despite referencing clinical data, Missing meta description reduces search snippet quality, Commercial intent dominates over purely informational content • Mc Description: The main content is a product page for Hims' 5% minoxidil topical solution for men. It includes product description, pricing ($15), subscription options, ingredient list, application instructions, customer reviews, comparison with related products, and an extensive FAQ covering efficacy, safety, side effects, drug interactions, and usage guidelines.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) • FDA-approved product being sold through licensed telehealth platform • Verified review system in place • Structured data and schema markup implemented

Trust Analysis

Transparency: Moderate transparency. The page discloses incentivized reviews, shipping restrictions, subscription terms, and safety information. However, it lacks named/credentialed authors, contact information, and citations to support clinical claims. The commercial nature of the page is clear but does not obscure safety information. • Trust Factors: Hims is a well-known, publicly traded telehealth company with established reputation, Sells FDA-approved OTC product with accurate regulatory status disclosed, Includes comprehensive safety information, drug interactions, and contraindications, Discloses that reviewers received free products, Subscription cancellation policy clearly stated, Shipping restrictions disclosed transparently, Structured data properly implemented, Links to additional safety information for prescription products • Distrust Factors: No contact information visible on this page, No About page detected, Author credentials are blank despite author info being present, No citations to specific clinical studies, Incentivized customer reviews reduce testimonial credibility, Missing meta description, Commercial bias inherent in product page format

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'product_status': 'Sells FDA-approved OTC and prescription medications', 'regulatory_status': 'Licensed telehealth provider'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page does not employ deceptive practices. The commercial purpose is clear and transparent. Safety information is not hidden. The incentivized nature of reviews is disclosed. FDA approval status is accurately represented. The distinction between OTC minoxidil and prescription finasteride products is made clear. Subscription terms include cancellation flexibility.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. It appropriately includes safety warnings, contraindications, drug interaction information, and advises users to seek medical attention for serious side effects. The product being sold (OTC minoxidil) is FDA-approved and legally available without prescription. The incentivized reviews are disclosed. No false or dangerous medical claims are made.

Ads Analysis

Ad Placement: The page contains ads as indicated in the metadata. Given this is a product page on a commercial website, promotional content for related products (finasteride spray, hair power pack, shampoo, conditioner, biotin gummies) is integrated into the page. These function as cross-selling elements rather than third-party display ads. • User Experience Impact: The promotional content for related products is contextually relevant to the main product and does not appear to obstruct the main content. Users can still access product information, safety details, and purchase options without significant interference from promotional elements.

Recommendations

Critical Issues

• Author credentials are completely absent despite author info being flagged as present - this is a significant E-E-A-T gap for a YMYL health product page

• No contact information or About page accessible from this page, reducing trust signals required for YMYL content

Improvements

• Add clearly named and credentialed medical authors (e.g., licensed dermatologist or pharmacist) with visible credentials and bios

• Include citations to specific peer-reviewed clinical studies supporting efficacy claims (e.g., the 94% post-marketing study)

• Add visible contact information and a comprehensive About page accessible from this product page

• Add a meta description to improve search snippet quality and click-through rates

• Implement proper H2 heading structure to improve content organization and SEO

• Consider adding a 'medically reviewed by' section with reviewer credentials

• Supplement incentivized reviews with independently verified third-party reviews or ratings

Strengths

• Comprehensive FAQ section covering safety, efficacy, drug interactions, and contraindications demonstrates genuine effort to inform users

• Transparent disclosure of incentivized reviews and shipping restrictions shows commitment to honesty

• Accurate representation of FDA approval status and appropriate use cases (vertex/crown) with honest limitations noted

• Clear pricing, subscription flexibility, and cancellation terms build consumer trust

• Hims' established brand reputation as a publicly traded telehealth company provides institutional authority

161 https://hims.com/hair-loss/serum

52

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:43

Scores at a Glance

52	PQ Score	58	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	55	Trust	55	Content Effort	60	Originality
58	Skill	55	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page (PDP) for a prescription topical hair loss serum combining finasteride and minoxidil, aimed at men experiencing hair loss. It successfully communicates product ingredients, mechanism of action, the process to obtain the prescription, customer testimonials, and pricing. The commercial purpose is clearly met, though the medical information depth is limited. • Rating Justification: This is a YMYL health/medical product page for a prescription medication combination. While it has some positive elements (FDA disclaimer, verified reviews, mechanism of action explanation, structured data), it falls short of the high standards required for YMYL medical content. The absence of named medical authors, missing contact info, empty meta description, and a page title containing internal staging text ('PDP (new url)') are significant quality concerns. The content is primarily commercial/promotional rather than informational, and clinical evidence citations are vague.

E-E-A-T

Overall	58
Experience	55
Expertise	60
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Includes important FDA disclaimer about compounded drugs, Prescription requirement noted, implying medical oversight, Before/after photos with named verified reviewers and specific timeframes, Structured data (Product schema with pricing) implemented correctly, Explains mechanism of action for both active ingredients • Key Weaknesses: No named medical authors, dermatologists, or pharmacists credited, No contact information visible on the page, No About page link detected, Page title contains internal staging text 'PDP (new url)' indicating possible production error, Empty meta description, Efficacy claim footnote references 'separate individual studies' without citing specific studies or linking to them, No independent third-party certifications or medical board endorsements cited • Trust Evidence: The page discloses that 'Hair Hybrids are compounded products. FDA does not approve nor verify the safety, effectiveness, or quality of compounded drugs. Rx required.' This is a meaningful safety disclosure. However, there is no contact info, no about page link, no named medical authors, and the meta description is empty. The page title still contains internal staging text 'PDP (new url)' suggesting it may not be fully production-ready. • Expertise Evidence: The page mentions 'doctor-trusted ingredients' and references licensed providers reviewing patient information. It explains the mechanism of action for finasteride (reducing scalp DHT) and minoxidil (reactivating dormant follicles). However, no specific medical authors, dermatologists, or pharmacists are identified by name or credentials on this page. • Experience Evidence: The page includes before/after customer photos with verified reviews showing real user experiences over months of treatment (Month 0 to Month 12). Multiple named reviewers with specific timelines provide some experiential evidence. However, these are curated testimonials on a commercial page, not independent experience documentation. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space. The product involves prescription (Rx) medications requiring licensed provider review. The page includes a disclaimer about compounded products and FDA status, showing some regulatory awareness. Structured data is implemented correctly.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes and sells prescription medications (finasteride and minoxidil) for hair loss treatment. Finasteride in particular is a prescription drug with known side effects including sexual dysfunction and potential teratogenic effects. The page directly facilitates access to prescription medications through an online telehealth model, making it clearly YMYL under the health and safety category. • Potential Harm: Users could make health decisions based on incomplete information about side effects, contraindications, or drug interactions. Finasteride has significant known side effects (sexual dysfunction, depression, potential birth defects if handled by pregnant women) that are not mentioned on this page. The compounded nature of the product adds additional risk as FDA does not verify safety/effectiveness of compounded drugs. • Standards Required: Highest E-E-A-T standards required. Page should include: named licensed medical professionals reviewing content, comprehensive side effect disclosures, contraindication information, links to full prescribing information, clear contact information for medical questions, and citations to peer-reviewed clinical studies supporting efficacy claims.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: Clear ingredient concentrations listed (0.3% finasteride, 6% minoxidil), Mechanism of action explained for both active ingredients in accessible language, Multiple before/after photos with named reviewers and specific treatment timelines, FDA compounding disclaimer is present, Clear 4-step process explaining how to obtain the prescription product, Pricing information available ($29) • Weaknesses: Page title contains internal staging text 'PDP (new url)' - a significant production quality issue, No side effect information for either finasteride or minoxidil, No contraindication information, No links to full prescribing information or patient medication guides, Clinical evidence citations are vague and not linked to actual studies, No H2 headings for content organization, Empty meta description, Actual substantive text content is very limited given the 1,960 word count includes significant CSS code, No FAQ section addressing common medical questions about the treatment • Mc Description: The main content is a product detail page for a prescription topical hair loss serum. It includes product description, ingredient list with concentrations (0.3% finasteride, 6% minoxidil, essential oil blend), mechanism of action for each ingredient, a 4-step process to obtain the product, before/after customer photos with verified reviews, and a pricing/subscription CTA. The content is commercially oriented with minimal independent medical information.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition • The company operates under telehealth regulations requiring licensed providers • Multiple verified customer reviews with before/after photos • Prescription requirement implies some level of medical oversight

Trust Analysis

Transparency: Partial transparency - the page honestly discloses the compounded/non-FDA-approved nature of the product and the prescription requirement, which are meaningful disclosures. However, it lacks transparency about side effects, contraindications, the identity of reviewing providers, and company contact information. The staging text in the page title raises questions about whether this is a fully reviewed production page. • Trust Factors: Hims is a well-known, publicly traded telehealth company with established reputation, Prescription requirement means a licensed provider must review and approve treatment, FDA compounding disclaimer is present and honest about regulatory status, Verified customer reviews with real names and before/after photos, Structured data properly implemented, Free shipping and ongoing provider support mentioned, Product pricing is transparent ($29) • Distrust Factors: No contact information visible on the page, No named medical authors or reviewers, No About page link detected, Page title contains internal staging text 'PDP (new url)' suggesting possible production error or test page, Empty meta description, Significant side effect information omitted for prescription medications, Clinical study citations are vague with no links to actual research, The page is primarily a sales/conversion page rather than an informational medical resource

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims, Inc. (NYSE: HIMS)', 'product_type': 'Compounded prescription medication - not FDA approved/verified', 'business_type': 'Telehealth/DTC healthcare company', 'regulatory_status': 'Operates licensed telehealth platform with licensed providers'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	Yes
Harmful – Groups	No
Misleading	Yes
Harmful Categories	incomplete_medical_information • omission_of_side_effects • misleading_efficacy_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page title contains internal staging text 'PDP (new url)' which may indicate a test or staging page indexed accidentally

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive in its overall purpose or design - it clearly presents itself as a commercial product page for a prescription hair loss treatment. However, there is informational deception through omission: the page presents efficacy claims based on 'separate individual studies' of each ingredient as if they apply to the combined compounded product, and completely omits known significant side effects of finasteride (sexual dysfunction, depression, teratogenicity) and minoxidil. This selective presentation of information could mislead users into underestimating risks. The staging text in the title ('PDP (new url)') is a minor transparency issue but not intentionally deceptive.

Harm Analysis

Severity: medium • Harm Details: The page promotes prescription medications (finasteride and minoxidil) without disclosing known significant side effects. Finasteride is associated with sexual dysfunction, depression, and post-finasteride syndrome in some users, and is teratogenic (dangerous to male fetuses if handled by pregnant women). These omissions could lead users to start treatment without informed consent about risks. The efficacy claim ('clinically proven to regrow hair in as little as 3-6 months') based on 'separate individual studies' of each ingredient may mislead users about the evidence base for this specific compounded combination. However, the prescription requirement and FDA disclaimer partially mitigate direct harm by requiring provider review.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but as a direct product page for Hims' own product, the 'ads' likely refer to promotional/marketing elements native to the page itself (CTAs, promotional messaging) rather than third-party display advertising. The page is essentially one large advertisement for the Hims hair loss serum. • User Experience Impact: The commercial/promotional nature of the page is clear and expected for a product detail page. CTAs are present but not described as obstructive. The overall layout appears to prioritize product information and conversion without aggressive interstitial advertising.

Recommendations

Critical Issues

• Page title contains internal staging text 'PDP (new url)' - likely a production/indexing error that undermines page quality signals

• Complete absence of side effect disclosures for prescription medications on a YMYL health page - this is both a trust/quality issue and potentially a regulatory compliance concern

• No named medical professionals credited for reviewing medical claims on a prescription drug product page

Improvements

• Remove internal staging text 'PDP (new url)' from the page title immediately - this is a critical production error

• Add comprehensive side effect information for both finasteride and minoxidil, including finasteride's sexual side effects, potential post-finasteride syndrome, and teratogenicity warnings

• Add named, credentialed medical authors (dermatologists, pharmacists) who reviewed the page content with their credentials displayed

• Add contact information (phone, email, address) for medical questions and customer support

• Add links to the About page and company information

• Replace vague efficacy claim footnote with specific citations to peer-reviewed studies, ideally for the combined compounded formulation

• Add a comprehensive FAQ section addressing common medical questions, contraindications, and drug interactions

• Write a meaningful meta description that accurately describes the page content

• Add H2 headings to improve content structure and accessibility

• Include a link to full prescribing information or patient medication guide

• Add contraindication information (e.g., not for use by women, those with certain medical conditions)

Strengths

• Honest and prominent FDA disclaimer about compounded drug status ('FDA does not approve nor verify the safety, effectiveness, or quality of compounded drugs')

• Prescription requirement ensures some level of medical oversight before dispensing

• Multiple verified before/after customer reviews with real names and specific treatment timelines provide genuine social proof

• Clear ingredient concentrations listed (0.3% finasteride, 6% minoxidil) with mechanism of action explanations

• Proper Product schema structured data implementation with pricing and availability

• Hims is a well-established, publicly traded telehealth company with positive brand reputation

162 https://hims.com/hair-loss/topical-finasteride 52

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:37

Scores at a Glance

52 PQ Score	55 E-E-A-T Overall	55 Experience	50 Expertise
60 Authoritativeness	55 Trust	55 Content Effort	60 Originality
60 Skill	50 Accuracy	62 Reputation	

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page to inform potential customers about the Topical Finasteride & Minoxidil Spray and convert them into subscribers via an online consultation funnel. • Rating Justification: This is a product/landing page for a prescription hair loss treatment from a legitimate telehealth company. It meets basic commercial page standards with product description, ingredient disclosure, customer testimonials, and process explanation. However, as a YMYL health product page, it falls short of high standards due to missing medical authorship, unlinked study references, and reliance on paid testimonials. The content is functional but not comprehensive enough for a medical product page.

E-E-A-T

Overall	55
Experience	55
Expertise	50
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Discloses paid testimonial status and unverified results, Clearly states FDA does not approve compounded drugs, Rx requirement implies licensed provider oversight, Structured data and breadcrumbs indicate established platform, Before/after photos with named reviewers and timeframes • Key Weaknesses: No named medical author or reviewer on the page, No linked citations to clinical studies supporting efficacy claims, No visible contact information or about page, Footnote references oral studies but product is topical — potential misleading extrapolation, No credentials displayed for the 'licensed providers' mentioned • Trust Evidence: The page discloses that the product is a compounded drug not FDA-approved, that testimonials are paid, and that results are not independently verified. Shipping restrictions are disclosed. However, there is no visible contact information, no about page link, no named medical reviewer, and no author attribution. The disclaimer about FDA non-approval of compounded drugs is a significant trust concern for a YMYL health product. • Expertise Evidence: The page provides basic clinical information about finasteride's mechanism (blocking DHT conversion), lists active and inactive ingredients (0.3% finasteride, 6% minoxidil), and mentions Rx requirement. However, there is no named medical author, no licensed provider credentials displayed, and no citations to peer-reviewed studies. The footnote references 'separate individual studies of oral minoxidil and oral finasteride' without linking to them. • Experience Evidence: The page includes before/after customer photos with verified review labels and testimonials from named users (Courtney L., Anthony G., John T., Joshua G., Antonio C., Philip W.) showing real-world usage results over months. However, these are disclosed as paid testimonials with unverified results. • Authoritativeness Evidence: Hims is a well-known telehealth company operating in the men's health space. The product is prescription-only (Rx required), implying licensed provider involvement. The site uses structured data and breadcrumbs consistent with an established e-commerce/telehealth platform. No third-party medical endorsements or certifications are visible on this page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a prescription medication (finasteride + minoxidil) for hair loss treatment. Finasteride is a pharmaceutical drug with known side effects including sexual dysfunction and potential risks. Users making decisions based on this page could directly impact their health and safety. • Potential Harm: Users may initiate prescription drug treatment based on marketing claims without fully understanding risks. The efficacy claims are based on oral drug studies extrapolated to a topical formulation. The compounded nature of the product (not FDA-approved) adds additional safety uncertainty. • Standards Required: Highest E-E-A-T standards required: named medical authors/reviewers, linked clinical evidence, comprehensive side effect disclosure, clear differentiation between compounded and FDA-approved formulations, and transparent provider credentials.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear product description with active and inactive ingredients listed, Before/after photos with named customers and specific timeframes add credibility, Mechanism of action (DHT blocking) is explained in accessible language, Compounded drug disclaimer and FDA non-approval notice are present, Structured data (Product schema) is properly implemented • Weaknesses: No comprehensive side effect or contraindication information for a prescription drug, Efficacy claims reference oral drug studies but product is topical — not clearly disclosed, No H2 headings to organize content — poor content structure, Missing meta description reduces search snippet quality, No FAQ section addressing common medical questions about the product, Insufficient depth for a YMYL health product page • Mc Description: The main content is a product landing page featuring a hero section, product description, ingredient list, mechanism of action explanation, step-by-step process, and customer testimonials with before/after photos. It functions as a conversion-focused marketing page for a prescription hair loss spray.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition • The company operates under telehealth regulations requiring licensed providers • Prescription requirement implies regulatory compliance

Trust Analysis

Transparency: Partial transparency — the page discloses paid testimonials, unverified results, and FDA non-approval of compounded drugs, but lacks medical authorship, side effect information, and clinical evidence links that would be expected for a prescription drug product page. • Trust Factors: Hims is a publicly traded, established telehealth company with regulatory oversight, Prescription requirement indicates licensed medical provider involvement, Paid testimonial disclosure demonstrates transparency, FDA compounded drug disclaimer is present, Structured data and professional site architecture indicate legitimate business • Distrust Factors: No contact information visible on this page, No named medical author or reviewer, No about page link visible, Side effects not prominently disclosed for a prescription medication, Efficacy claims based on different drug formulations than the product sold, No links to clinical studies supporting claims

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims, Inc. (Hims & Hers Health, Inc.)', 'regulatory_status': 'Operates under telehealth regulations with licensed providers'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected

Deception Analysis

Severity: minor • Deception Details: The page contains a minor informational deception: efficacy claims cite studies of oral finasteride and oral minoxidil, but the product is a topical compounded formulation. This is disclosed only in a small footnote ('Based on separate individual studies of oral minoxidil and oral finasteride'). While not intentionally deceptive, this creates a misleading impression about the evidence base for the specific product being sold. The page is otherwise straightforward in its commercial purpose.

Harm Analysis

Severity: low • Harm Details: The page makes efficacy claims ('regrow hair in as little as 3-6 months') based on studies of oral formulations, not the topical compounded product being sold. This extrapolation is disclosed only via a small footnote. The page does not prominently disclose known side effects of finasteride (sexual dysfunction, depression risk) which are important for informed medical decision-making. The compounded drug disclaimer is present but de-emphasized.

Ads Analysis

Ad Placement: The page is itself a commercial product page (the 'ad' is the product itself). The 'Has Ads: True' flag likely refers to tracking/advertising scripts or promotional elements integrated into the page design rather than third-party display ads. • User Experience Impact: The commercial nature of the page is clear and expected. The conversion-focused design (multiple 'Get started' CTAs) is appropriate for an e-commerce/telehealth product page and does not obstruct access to product information.

Recommendations

Critical Issues

• No side effect disclosure for a prescription medication with known adverse effects — this is a significant gap for a YMYL health product page

• Efficacy claims based on oral drug studies applied to a topical compounded formulation without adequate disclosure — potentially misleading for medical decision-making

Improvements

• Add a named, credentialed medical reviewer (e.g., licensed dermatologist or physician) with visible credentials to the page

• Include prominent side effect and contraindication information for finasteride (sexual dysfunction, depression risk, pregnancy risk) as required for informed medical decision-making

• Replace or supplement the footnote about oral drug studies with evidence specific to topical finasteride/minoxidil formulations, or clearly disclose the limitation of the evidence base

• Add links to peer-reviewed clinical studies supporting efficacy claims

• Include visible contact information and link to About/Company page

• Add a comprehensive FAQ section addressing common medical questions about the product

• Add H2 headings to improve content structure and accessibility

• Add a meta description to improve search snippet quality

• Clarify what 'doctor trusted' means with specific credentials or endorsements

Strengths

• Legitimate, established telehealth company with regulatory oversight and prescription requirement

• Transparent disclosure of paid testimonials and unverified results

• FDA compounded drug disclaimer is present

• Clear ingredient list with active and inactive components

• Professional before/after documentation with named customers and specific timeframes

• Proper structured data implementation (Product schema, BreadcrumbList)

163 https://hims.com/important-safety/3-in-1-pill-and-sex-chews 58

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:57

Scores at a Glance

58	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	70	Content Effort	45	Originality
65	Skill	75	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to provide important safety information, side effects, contraindications, and drug interaction warnings for patients prescribed Hims' compounded 3-in-1 Pill and 3-in-1 Sex Chews containing sildenafil and tadalafil. • Rating Justification: The page serves a legitimate and important purpose as a patient safety information page for prescription compounded medications. It contains comprehensive, accurate safety information consistent with pharmaceutical labeling. However, it lacks named authorship, medical reviewer credentials, contact information, and structured data. For a YMYL health page involving prescription medications, these omissions prevent a high or high_plus rating. The content itself is thorough and the FDA disclosure is commendable, but the E-E-A-T signals are incomplete.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Transparent and repeated disclosure that products are compounded and not FDA-approved, Comprehensive safety information including contraindications, drug interactions, and serious adverse events, LegitScript certification badge present, Published by a publicly traded, regulated telehealth company • Key Weaknesses: No named medical author or reviewer credited on the page, No contact information directly on the page, No about page link present in the page structure, No structured data to signal medical content authorship or review • Trust Evidence: The page explicitly and repeatedly discloses that these are compounded products not FDA-approved, and that the FDA does not verify their safety or effectiveness. LegitScript approval badge is present. Privacy policy, terms, and telehealth consent links are in the footer. However, no named author, no contact information on the page itself, and no about page link are present. • Expertise Evidence: The content includes detailed pharmacological safety information, contraindications, drug interactions, and adverse event listings consistent with pharmaceutical labeling standards. The information mirrors FDA-approved drug labeling language for sildenafil and tadalafil. However, no named medical author, pharmacist, or physician is credited for reviewing or authoring the content. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses these medications to patients. The content reflects operational experience with these compounded products, but no individual patient or clinician experience is shared. No first-person accounts or case studies are present. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer. The domain hims.com is an established, recognized telehealth brand. The content is hosted under an /important-safety/ path, indicating it is official prescribing/safety information from the dispensing entity.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides safety information for prescription medications (sildenafil and tadalafil) including contraindications, drug interactions, and serious adverse event warnings. Incorrect or incomplete information could directly harm patients who take these medications inappropriately or fail to recognize dangerous interactions. • Potential Harm: Patients who misread or misunderstand the safety information could take the medication with contraindicated drugs (e.g., nitrates), leading to life-threatening hypotension. Failure to recognize serious side effects like priapism or NAION could result in permanent injury. • Standards Required: Highest E-E-A-T standards apply. Content should be authored or reviewed by licensed medical professionals, clearly identified. The page should have direct contact information for medical emergencies or questions, and ideally reference to a licensed pharmacist or physician.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of contraindications and drug interactions, Clear and repeated FDA disclosure about compounded product status, Organized structure separating the two product formulations, Includes both common and uncommon adverse events with appropriate clinical context • Weaknesses: No dosing information included, No information specific to the combination product's unique safety profile versus individual components, No named medical author or reviewer, Missing overdose guidance and storage information typical of complete drug information pages • Mc Description: The main content consists of two parallel safety information sections — one for the 3-in-1 Pill and one for the 3-in-1 Sex Chews — each covering common side effects, serious adverse events, contraindications, drug interactions, and pre-existing condition disclosures for compounded sildenafil + tadalafil products.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing public financial accountability'} • {'source': 'LegitScript certification badge displayed in footer, indicating pharmacy compliance verification'} • {'source': 'Telehealth Consent & Open Payments disclosure link in footer indicates compliance with federal transparency requirements'} • {'source': 'Established brand with significant media coverage and consumer recognition in telehealth sector'}

Trust Analysis

Transparency: The page is transparent about the most critical issue — that these are compounded products not approved by the FDA. However, it lacks transparency about who authored or reviewed the safety content, and does not provide direct contact information for patients with safety questions. • Trust Factors: Publicly traded company with regulatory oversight, LegitScript certified pharmacy, Transparent FDA disclosure about compounded product status, Privacy policy, terms of service, and consumer health data privacy policy present, Telehealth consent and open payments disclosure present • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on the safety page itself, No about page link in page structure, No structured data markup to signal medical content credibility, Compounded medications inherently carry higher uncertainty than FDA-approved drugs

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth and online pharmacy platform', 'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript Approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly and repeatedly discloses the non-FDA-approved status of the compounded products. The safety information is presented straightforwardly without minimizing risks. The page does not make unsupported efficacy claims.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It proactively discloses the non-FDA-approved status of the compounded products and provides comprehensive safety warnings. The content is designed to protect patients rather than harm them. No misleading claims about efficacy or safety are made.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely in the form of navigation elements promoting other Hims products and the app download CTA in the footer. These are standard site navigation and promotional elements rather than third-party display advertising. • User Experience Impact: The promotional elements (app download, cross-promotion to forhers.com) are confined to the footer and do not obstruct the main safety content. The safety information appears to be the primary focus of the page without intrusive advertising.

Recommendations

Critical Issues

• No named medical author or reviewer — critical gap for a YMYL prescription medication safety page

• Missing dosage information for the compounded products, which is essential safety information patients need

Improvements

• Add named medical author and reviewer credentials (e.g., 'Reviewed by [Name], MD, [Specialty]') with date of last review

• Include direct contact information or a link to contact a Hims pharmacist or physician for safety questions

• Add dosing instructions, storage information, and overdose guidance to complete the drug information profile

• Implement structured data markup (MedicalWebPage, Drug schema) to signal medical content credibility to search engines

• Add a section explaining the unique safety considerations of combining sildenafil and tadalafil versus monotherapy

• Include an about page link or section explaining Hims' medical review process and pharmacy credentials

Strengths

- Transparent and repeated disclosure of non-FDA-approved compounded product status
- Comprehensive coverage of contraindications, drug interactions, and serious adverse events
- Published by a publicly traded, LegitScript-certified telehealth company with established reputation
- Clear page structure separating the two product formulations for easy patient reference

164 https://hims.com/important-safety/3-in-1-pill-sildenafil-tadalafil

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:46

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

165 https://hims.com/important-safety/bupropion-wl 55

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:48

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	60	Content Effort	40	Originality
65	Skill	75	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to provide important safety information about bupropion (prescribed off-label for weight loss) to existing Hims patients. It covers contraindications, drug interactions, side effects, dosing instructions, and emergency warning signs. • Rating Justification: The page serves a legitimate and important purpose — providing important safety information to patients prescribed bupropion for weight loss through the Hims platform. The content is medically accurate and covers key safety topics. However, the lack of named authorship, no cited sources, no editorial standards disclosure on the page, and the noindex directive limit its quality rating. It functions adequately as a patient safety disclosure but falls short of high-quality YMYL health content standards.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Published by a legitimate, publicly traded, LegitScript-certified telehealth company, Medically accurate safety information consistent with FDA prescribing information, Transparent about off-label use for weight loss, Includes black box warning reference and serious adverse event guidance, Structured data (Product schema) present • Key Weaknesses: No named medical author, pharmacist, or clinical reviewer identified, No author credentials or editorial review process disclosed on the page, No direct contact information on the page itself, No citations to clinical studies or FDA labeling sources, Page is marked noindex/nofollow, suggesting it is not intended as a public-facing authoritative resource • Trust Evidence: The page carries a 'noindex, nofollow' robots meta tag, indicating it is not intended for public search indexing — likely a patient-facing safety disclosure page. LegitScript approval badge is present. Privacy policy, terms, and telehealth consent links are in the footer. No named author or medical reviewer is identified. No contact information is directly on the page. • Expertise Evidence: The safety information content is medically accurate and covers contraindications, drug interactions, side effects, and dosing instructions consistent with FDA prescribing information for bupropion. However, no named medical author, pharmacist, or clinical reviewer is identified on the page. The content appears to be adapted from standard prescribing information. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses medications. The content reflects operational experience with the medication in a clinical/commercial context, but no individual patient or clinician experience is shared. No first-person accounts or case studies are present. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer, indicating pharmacy legitimacy. The company has established brand recognition in the telehealth space. The page references FDA approval and standard clinical terminology.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription medication (bupropion) including contraindications, drug interactions, serious adverse events (serotonin syndrome), and dosing instructions. Incorrect or incomplete information could directly harm patients. • Potential Harm: Patients who misread or misunderstand the safety information could take the medication incorrectly, miss dangerous drug interactions, or fail to recognize life-threatening symptoms such as serotonin syndrome. The off-label weight loss use context adds additional risk. • Standards Required: Highest YMYL standards apply: named medical authorship with credentials, citations to FDA labeling or clinical sources, clear editorial review process, and easy access to emergency/contact information are expected.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clearly organized safety information covering all major clinical categories, Transparent disclosure that bupropion is being used off-label for weight loss, Includes emergency symptom recognition for serotonin syndrome, Patient-friendly language without excessive jargon, Covers withdrawal warning for abrupt discontinuation • Weaknesses: Black box warning for suicidality in young adults is not fully detailed, No last-updated date or version number, No named medical reviewer or author, No links to full prescribing information or FDA labeling, Benzodiazepine contraindication may be inaccurately stated • Mc Description: The main content is a patient-facing important safety information (ISI) page for bupropion prescribed off-label for weight loss through the Hims telehealth platform. It covers: FDA approval status and off-label use disclosure, contraindications, drug interactions (MAOIs, serotonin-affecting drugs), warnings for serotonin syndrome, allergic reactions, pregnancy, withdrawal symptoms, driving precautions, food/alcohol interactions, common side effects, missed dose instructions.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification badge displayed in footer, indicating verified pharmacy legitimacy'} • {'source': 'Telehealth Consent & Open Payments disclosure link in footer demonstrates regulatory compliance awareness'} • {'source': 'Company has established media presence and is covered by major financial and health news outlets'}

Trust Analysis

Transparency: Moderate transparency. The company is identified, regulatory compliance links are present, and the off-label use is disclosed. However, the absence of named authorship, editorial review disclosure, and source citations reduces transparency for a YMYL health page. • Trust Factors: Published by a publicly traded, regulated telehealth company, LegitScript pharmacy certification displayed, Privacy policy, terms of service, and consumer health data privacy policy linked, Transparent about off-label medication use, Noindex/nofollow tag suggests this is an internal patient resource, not an attempt to game search rankings • Distrust Factors: No named medical author or clinical reviewer on the page, No contact information directly accessible from the page, No citation to FDA prescribing information or clinical sources, No last-reviewed or publication date, Minor potential inaccuracy in benzodiazepine contraindication wording

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform and online pharmacy', 'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript certified pharmacy'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is largely adapted from standard FDA prescribing information, which is expected for this type of page and not a spam indicator

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a patient safety information disclosure. The off-label use for weight loss is explicitly disclosed. The page is marked noindex/nofollow, indicating it is not being used to deceive search engines. No hidden content, misleading headlines, or bait-and-switch tactics are present.

Harm Analysis

Severity: low • Harm Details: The page does not appear to be intentionally harmful or misleading. It provides standard safety information for a legitimate prescription medication. Minor accuracy concerns (benzodiazepine contraindication wording, incomplete black box warning) could theoretically cause confusion but do not rise to the level of harmful content. The off-label use disclosure is transparent.

Ads Analysis

Ad Placement: The page metadata indicates ads are present (Has Ads: True), likely referring to tracking/analytics scripts (Google Tag Manager) and app download CTAs in the footer rather than traditional display advertising. The footer contains app download prompts and cross-promotion to forhers.com, which are commercial elements but not obstructive to the safety content. • User Experience Impact: Commercial elements (app download, sister brand promotion) are confined to the footer and do not interfere with the main safety information content. The user experience for accessing the safety information is not negatively impacted.

Recommendations

Critical Issues

• Incomplete black box warning: FDA-required suicidality warning for antidepressants in young adults is not fully detailed, which is a significant omission for a YMYL health page

• No named medical author or reviewer: For a prescription drug safety page, anonymous authorship is a significant trust deficit under YMYL standards

Improvements

• Add a named medical author or clinical reviewer with credentials (e.g., 'Reviewed by [Name], PharmD') to establish expertise and accountability

• Include a last-reviewed/updated date to demonstrate currency of medical information

• Add a link to the full FDA prescribing information for bupropion to provide authoritative sourcing

• Fully reproduce the FDA black box warning including the suicidality risk in children, adolescents, and young adults

• Clarify the benzodiazepine contraindication — the risk is seizures from abrupt discontinuation of benzodiazepines, not benzodiazepine dependence per se

• Add direct contact information (phone number or chat link) for patients with urgent safety questions

Strengths

• Published by a legitimate, publicly traded, LegitScript-certified telehealth company with established reputation

• Transparent disclosure of off-label use for weight loss with appropriate clinical context

• Comprehensive coverage of contraindications, drug interactions, side effects, and emergency symptom recognition

• Patient-friendly language that makes complex medical information accessible

• Appropriate use of noindex/nofollow indicating responsible content governance

166 https://hims.com/important-safety/buspirone 52

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:48

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	60	Content Effort	55	Originality
65	Skill	80	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a patient-facing Important Safety Information document for buspirone, providing contraindications, drug interactions, side effects, and dosing instructions to existing Hims patients prescribed this medication. • Rating Justification: This is a standard pharmaceutical Important Safety Information (ISI) page for buspirone, published by a legitimate telehealth company. The content is accurate and serves a clear functional purpose for existing patients. However, it lacks named authorship, review dates, citations, and is intentionally noindexed. It meets a basic functional standard but falls short of high-quality YMYL health content standards due to missing E-E-A-T signals.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Medically accurate content consistent with FDA prescribing information for buspirone, LegitScript certification provides third-party pharmacy legitimacy verification, Hims is a publicly traded, regulated telehealth company with established reputation, Structured Product schema markup correctly identifies the medication, Clear contraindications, drug interactions, and emergency warning signs are included • Key Weaknesses: No named author, medical reviewer, or pharmacist credited on the page, No publication or last-reviewed date visible, No citations to clinical sources or FDA labeling, Contact information not directly present on this page, About page not linked from this specific page • Trust Evidence: The page has a LegitScript approval badge, links to terms and conditions, privacy policy, and telehealth consent. It is tagged with 'noindex, nofollow' robots meta tag, indicating it is not intended for public search discovery but rather for existing patients. No named author or medical reviewer is listed, which weakens trust for a YMYL health page. • Expertise Evidence: The content accurately describes buspirone's pharmacological class, contraindications (MAOIs, severe liver/kidney problems, benzodiazepine dependence), drug interactions (serotonin syndrome risk, grapefruit juice), side effects, and dosing guidance. The information is medically accurate and consistent with FDA prescribing information. However, no named medical author, pharmacist, or reviewer is credited. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses buspirone to patients. The company has direct operational experience with this medication through its licensed healthcare providers. However, no individual author with personal or clinical experience is identified on this page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer, indicating pharmacy legitimacy verification. The site has established brand recognition in the telehealth space. The page is a standard Important Safety Information (ISI) document, a recognized regulatory format in pharmaceutical marketing.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides prescription medication safety information for buspirone, an anxiolytic drug. It covers contraindications, potentially life-threatening drug interactions (serotonin syndrome, MAOI interactions), withdrawal risks, and emergency warning signs. Incorrect or misunderstood information could directly harm patients. • Potential Harm: A patient who misunderstands or receives incomplete safety information about buspirone could experience serious adverse events including serotonin syndrome (potentially fatal), dangerous blood pressure increases from MAOI interactions, or withdrawal symptoms from abrupt discontinuation. • Standards Required: Highest E-E-A-T standards apply. Content should be authored or reviewed by licensed medical professionals, include review dates, cite authoritative sources (FDA labeling, clinical guidelines), and provide clear emergency guidance. The page partially meets these standards but lacks named authorship and citations.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of contraindications including specific MAOI drug names, Clear emergency warning signs for serotonin syndrome with actionable guidance to seek emergency care, Explicit withdrawal warning with specific symptoms listed, Grapefruit interaction warning included, which is often overlooked, Pregnancy and breastfeeding notification requirement included • Weaknesses: No named medical author or reviewer, No publication or last-reviewed date, No links to full prescribing information or FDA labeling, No dosing information (starting dose, titration, maximum dose), No information about how long treatment typically lasts or when to expect effects • Mc Description: The main content is a pharmaceutical Important Safety Information document for buspirone (generic BuSpar). It covers: drug description and mechanism, contraindications, drug interactions (MAOIs, serotonin-increasing drugs, grapefruit), warnings for specific conditions (pregnancy, liver/kidney disease), behavioral precautions, common and serious side effects, and missed dose instructions.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification badge present in footer, indicating third-party verification of pharmacy legitimacy'} • {'source': 'Telehealth Consent & Open Payments disclosure link in footer indicates compliance with federal transparency requirements'} • {'source': 'Consumer Health Data Privacy Policy link indicates compliance with state health data privacy laws'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and LegitScript certified, providing institutional credibility. However, the specific page lacks individual author attribution, review dates, and source citations that would be expected for high-quality YMYL health content. The noindex tag suggests this is a compliance document for existing patients rather than a public health resource. • Trust Factors: Hims is a publicly traded, regulated telehealth company subject to SEC oversight, LegitScript pharmacy certification provides independent legitimacy verification, Page is tagged noindex/nofollow, indicating it is intended for existing patients rather than public search traffic, Telehealth consent and open payments disclosures indicate regulatory compliance, Privacy policy and terms of service are accessible from the page, Medical content is accurate and consistent with FDA prescribing information • Distrust Factors: No named author, medical reviewer, or pharmacist credited, No publication date or last-reviewed date, No direct contact information on this specific page, No citations to FDA labeling or clinical sources, About page not linked from this page, Ads flagged as present (though likely internal promotional content rather than third-party ads)

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'named_author': 'None identified', 'stock_ticker': 'NYSE: HIMS', 'certifications': ['LegitScript Certified'], 'regulatory_compliance': ['Telehealth provider', 'Open Payments disclosure', 'Consumer Health Data Privacy Policy']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements identified. The page clearly identifies itself as Important Safety Information for buspirone. The content accurately represents the medication's risks and contraindications. The noindex/nofollow robots tag indicates the page is not attempting to rank in search results. The page purpose is transparent.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It provides standard pharmaceutical safety information that is medically accurate. The content is designed to protect patients by informing them of risks, contraindications, and emergency warning signs. No misleading claims, dangerous advice, or harmful content was identified.

Ads Analysis

Ad Placement: The 'Has Ads: True' flag likely refers to internal promotional content (app download CTAs, footer links to other Hims products) rather than third-party advertising. The footer contains app download prompts and links to other Hims services. No third-party ad networks or intrusive ad placements were identified in the content. • User Experience Impact: Minimal negative impact. The app download CTA and footer promotional content are standard for a telehealth company's patient-facing pages and do not obstruct the main safety information content.

Recommendations

Critical Issues

• No named medical author or reviewer - critical gap for YMYL health content even if page is noindexed

• No publication or last-reviewed date - patients cannot assess whether safety information is current

Improvements

• Add named medical author(s) and reviewer(s) with credentials (MD, PharmD) to establish expertise and accountability

• Include publication date and last-reviewed date to demonstrate content currency

• Add citations to FDA prescribing information and relevant clinical guidelines

• Include direct contact information or link to patient support on the page

• Add dosing information (starting dose, titration schedule, maximum dose) to make the safety information more complete

• Consider adding a link to the full prescribing information (package insert) for patients who want more detail

Strengths

• Medically accurate content consistent with FDA prescribing information for buspirone

• Comprehensive coverage of contraindications including specific MAOI drug names and serotonin syndrome warning signs

• LegitScript certification and public company status provide institutional credibility

• Clear emergency guidance directing patients to seek immediate medical care for serotonin syndrome symptoms

• Appropriate noindex/nofollow tagging indicating responsible use as a patient document rather than SEO content

167 https://hims.com/important-safety/cialis-daily 58

Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:41

Scores at a Glance

58	PQ Score	60	E-E-A-T Overall	45	Experience	65	Expertise
70	Authoritativeness	60	Trust	60	Content Effort	35	Originality
65	Skill	85	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an Important Safety Information disclosure for Cialis (tadalafil) daily use, providing patients with contraindications, side effects, drug interactions, and precautions required by FDA regulations for prescription medication marketing. • Rating Justification: This is a legitimate Important Safety Information (ISI) page for Cialis published by a licensed telehealth company. The content is accurate and serves a clear patient safety purpose. However, it lacks author attribution, contact information, and review dates that would be expected for high-quality YMYL medical content. The page is intentionally noindexed, suggesting it functions as a supplementary patient resource rather than a standalone informational page. For its intended purpose as an ISI disclosure page, it is adequate but not exceptional.

E-E-A-T

Overall	60
Experience	45
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Content is medically accurate and consistent with FDA prescribing information, Published by a LegitScript-certified telehealth company, Comprehensive drug interaction and contraindication information, Structured data present for product schema, Noindex tag shows responsible use as internal patient resource • Key Weaknesses: No named medical author or reviewer identified, No contact information on the page, No about page link from this page, No date of last review or update, No explicit credentials of content creators shown • Trust Evidence: The page has a noindex/nofollow meta tag indicating it is not intended for public search discovery, suggesting it is a patient-facing safety information page. LegitScript approval badge is present. The content is factually consistent with FDA labeling. However, no contact info, no named author, and no about page are present on this specific page. • Expertise Evidence: The content accurately reflects FDA-approved prescribing information for Cialis (tadalafil), including contraindications, drug interactions, and adverse events. The information is medically accurate and comprehensive. However, no specific medical professional is identified as the author or reviewer. • Experience Evidence: The page is published by Hims, a legitimate telehealth company that prescribes and dispenses medications. However, there is no named medical author, pharmacist, or reviewer credited on this specific page. The content appears to be derived from FDA prescribing information rather than original clinical experience. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer. The company operates a licensed pharmacy and telehealth platform. The page links to official prescribing information. The domain hims.com has established authority in the men's health telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page contains prescription medication safety information for Cialis (tadalafil), a PDE5 inhibitor. It covers contraindications, potentially life-threatening drug interactions (nitrates, alpha-blockers), serious adverse events (priapism, NAION, sudden hearing loss), and conditions that affect prescribing decisions. Incorrect or misleading information could directly harm patients. • Potential Harm: Patients who misread or misunderstand contraindications could take Cialis with nitrates causing dangerous hypotension. Missing warnings about priapism or NAION could lead to permanent injury. Incomplete drug interaction information could cause serious adverse events. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified medical professionals, current and up-to-date information consistent with FDA labeling, clear contact information for medical questions, and transparent review processes.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories required for prescription drug ISI, Clear organization with distinct sections for different types of safety information, Specific drug names and brand names provided for interactions, Serious adverse events clearly highlighted with action steps, Link to full prescribing information provided • Weaknesses: No date of last update or review, No named medical reviewer or author, No mechanism for patients to ask questions or get clarification, Structured data shows product price which is incongruous with a safety information page, No H2 headings to improve navigation of the safety sections • Mc Description: The main content consists of Important Safety Information for Cialis (tadalafil) daily use, including common side effects, serious side effects, contraindications, drug interactions, precautions, and a comprehensive adverse event table. A link to full prescribing information is provided.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript certification badge present in footer • Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Company has established telehealth operations with licensed pharmacies • Footer includes links to terms, privacy policy, telehealth consent, and open payments disclosure

Trust Analysis

Transparency: Moderate transparency. The company identity is clear and the page serves a legitimate regulatory purpose. However, the lack of named medical reviewers, review dates, and direct contact information reduces transparency for a YMYL health page. • Trust Factors: LegitScript approved pharmacy certification, Publicly traded company with regulatory oversight, Content is medically accurate and consistent with FDA labeling, Noindex tag indicates responsible use as patient resource not SEO content, Links to full prescribing information, Privacy policy and terms of service accessible, Open Payments disclosure link present (indicates healthcare regulatory compliance) • Distrust Factors: No named medical author or reviewer on the page, No contact information directly on the page, No date of last review or update, Product schema with pricing on a safety information page creates commercial impression, No explicit statement of who created or reviewed the medical content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'medical_team': 'Medical experts page referenced in footer but no specific reviewer named for this content', 'certifications': ['LegitScript approved'], 'regulatory_status': 'Publicly traded (NYSE: HIMS), licensed telehealth and pharmacy operations'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	No

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is largely derived from FDA prescribing information (standard practice for ISI pages, not spam)

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as an Important Safety Information page. The noindex/nofollow meta tags indicate it is not being used to manipulate search rankings. The content accurately represents FDA-required safety information. The product schema with pricing is somewhat incongruous but not deceptive.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It provides accurate safety information that is designed to protect patients. The content is consistent with FDA-required prescribing information and includes appropriate warnings about serious adverse events.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content appears to be the safety information itself. The footer contains app download CTAs and cross-promotion to forhers.com, which are standard commercial elements for a telehealth company's patient-facing page. • User Experience Impact: The commercial elements (app download, cross-promotion) are in the footer and do not obstruct the main safety information content. The page appears to prioritize the safety information in the main content area.

Recommendations

Critical Issues

• No named medical author or reviewer identified for YMYL prescription drug safety content

• No date of last review to confirm information is current with FDA labeling

Improvements

• Add named medical author and reviewer with credentials (MD, PharmD) and review date to meet YMYL standards

• Include a last reviewed/updated date to confirm currency with current FDA labeling

• Add direct contact information or link to medical support for patients with questions about the safety information

• Consider adding an explicit statement that this information is derived from FDA-approved prescribing information with a version date

• Remove or contextualize the product pricing in structured data as it creates a commercial impression incongruous with a safety information page

• Add H2 headings to improve navigation of the different safety sections

Strengths

• Medically accurate content consistent with FDA prescribing information for Cialis

• Comprehensive coverage of all major ISI categories including contraindications, drug interactions, and serious adverse events

• Published by LegitScript-certified telehealth company with established regulatory compliance

• Appropriately noindexed to prevent search engine indexing of this patient resource

• Clear link to full prescribing information provided for patients needing more detail

168 https://hims.com/important-safety/citalopram 54

Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:49

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	58	Trust	62	Content Effort	40	Originality
60	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page is intended to provide Important Safety Information (ISI) for citalopram, a prescription antidepressant dispensed by Hims. It covers indications, contraindications, warnings, side effects, drug interactions, and disposal instructions for patients. • Rating Justification: The page serves a legitimate and important purpose — providing important safety information for a prescription medication dispensed by a telehealth platform. The medical content is largely accurate and comprehensive. However, the meta description error (referencing Duloxetine instead of Citalopram) signals a quality control failure. The absence of a named medical author/reviewer, no last-reviewed date, and no contact information on a YMYL health page prevent a higher rating. The page meets minimum standards for a medication ISI page but falls short of high quality.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Medically accurate safety information consistent with FDA prescribing information, Includes critical black-box warning about suicidality, References 988 crisis line for mental health emergencies, LegitScript certification indicates legitimate pharmacy operations, Provides DEA drug disposal guidance • Key Weaknesses: No named medical author or reviewer credited on the page, Meta description incorrectly references 'Duloxetine' instead of Citalopram — a significant quality control failure, No contact information on the page itself, No citations to clinical studies or FDA labeling sources, No date of last review or update • Trust Evidence: LegitScript approval badge is present. The company has terms and conditions, privacy policy, and telehealth consent pages. Structured data is implemented. However, there is a notable meta description mismatch (says 'Duloxetine' for a Citalopram page), no named author or medical reviewer, and no contact information on this specific page. • Expertise Evidence: The content accurately reflects FDA-approved prescribing information, includes a black-box warning about suicidality, lists contraindications, drug interactions, and side effects consistent with the official prescribing information. The information is medically accurate. However, no named medical author or pharmacist is credited. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses citalopram. As a licensed telehealth platform, they have operational experience with this medication. However, no individual practitioner experience is cited, and no patient experience narratives are present. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer, indicating pharmacy legitimacy. The site has structured data, links to DEA disposal resources, and references the 988 crisis line. However, no external citations or references to clinical guidelines are provided.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information for a prescription psychiatric medication (citalopram/Celexa), an SSRI antidepressant. It includes black-box warnings about suicidality, contraindications, drug interactions, and dosing guidance. Incorrect or misleading information could directly harm patients. • Potential Harm: Patients relying on this page for medication safety decisions could be harmed if information is inaccurate, incomplete, or misleading. The suicidality warning and drug interaction information are particularly high-stakes. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified medical professionals, citations to authoritative sources (FDA labeling), regular review dates, and transparent contact information for medical questions.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety domains for the medication, Clear black-box warning prominently included, Crisis resource (988) provided for mental health emergencies, Practical guidance on missed doses, withdrawal, and disposal, Appropriate reading level for patient-facing content • Weaknesses: No named medical author or reviewer, No last-reviewed or publication date, No links to full prescribing information or FDA label, Meta description mismatch (Duloxetine vs Citalopram) suggests content management errors, No H2 subheadings to aid navigation of the safety sections • Mc Description: The main content is an Important Safety Information (ISI) document for citalopram (generic Celexa), covering FDA approval status, black-box suicidality warning, contraindications, serious and common side effects, drug interactions, dosing instructions, withdrawal guidance, timeline for therapeutic effect, and medication disposal instructions.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification badge present in footer, indicating verified legitimate online pharmacy/telehealth operations'} • {'source': 'Telehealth Consent & Open Payments disclosure page linked in footer, indicating compliance with federal transparency requirements'} • {'source': 'DEA Diversion Control Division referenced for drug disposal, indicating awareness of federal regulatory frameworks'}

Trust Analysis

Transparency: Partial transparency. The company identity is clear (Hims & Hers Health, Inc.), legal pages are accessible, and LegitScript certification is displayed. However, the specific page lacks medical authorship disclosure, review dates, and direct contact information, which are expected for high-trust YMYL health content. • Trust Factors: Publicly traded company with SEC reporting obligations, LegitScript certified pharmacy operations, Accurate medical content consistent with FDA prescribing information, Crisis resource (988) included for patient safety, Privacy policy, terms of service, and consumer health data privacy policy present, Structured data implemented correctly for product • Distrust Factors: No named medical author or reviewer on a YMYL health page, Meta description references wrong drug (Duloxetine instead of Citalopram) — quality control failure, No contact information on the page itself, No last-reviewed date for medical content, No citations to FDA labeling or clinical sources, Commercial context (selling the medication) creates potential conflict of interest without independent medical review disclosure

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company and online pharmacy', 'company': 'Hims & Hers Health, Inc.', 'certifications': 'LegitScript certified', 'regulatory_status': 'Publicly traded (NYSE: HIMS), subject to SEC and healthcare regulations'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is adapted from standard FDA prescribing information, which is expected for ISI pages and not spam

Deception Analysis

Severity: none • Deception Details: The page is not intentionally deceptive. The meta description error (Duloxetine vs Citalopram) appears to be a technical/content management error rather than intentional deception. The main content accurately represents citalopram safety information. The commercial context (Hims sells this medication) is transparent through the product schema markup and site branding.

Harm Analysis

Severity: none • Harm Details: The content itself is not harmful. The medical information is consistent with standard prescribing information. The meta description error (Duloxetine vs Citalopram) is a quality control failure but does not constitute harmful misinformation in the main content. The page appropriately warns about serious risks including suicidality and serotonin syndrome.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely in the form of promotional content for the Hims app and cross-promotional links to forhers.com in the footer. These are standard site-wide elements rather than third-party display ads. • User Experience Impact: The promotional elements (app download CTAs, footer navigation) do not appear to obstruct the main safety information content. The ISI content appears to be the primary focus of the page.

Recommendations

Critical Issues

• Meta description references wrong drug (Duloxetine) for a Citalopram page — immediate fix required as this is a factual error visible to search engines and users

• No named medical author or reviewer on a YMYL prescription medication safety page — this is a fundamental E-E-A-T deficiency for health content

Improvements

• Fix the meta description immediately — it incorrectly references 'Duloxetine' instead of Citalopram, which is a factual error in page metadata that undermines trust

• Add a named medical author and/or reviewer with credentials (e.g., 'Reviewed by [Name], MD, Psychiatry') to meet YMYL E-E-A-T standards

• Add a 'Last Reviewed' or 'Last Updated' date to demonstrate currency of medical information

• Add citations or links to the FDA prescribing information/medication guide for citalopram

• Add H2 subheadings to improve navigation of the safety sections (e.g., 'Warnings', 'Contraindications', 'Side Effects', 'Drug Interactions')

• Add a contact method (phone number or link to patient support) for medical questions about the medication

• Consider adding a disclosure statement about the commercial relationship (Hims prescribes and sells this medication) and how medical content is independently reviewed

Strengths

• Medically accurate and comprehensive safety information consistent with FDA prescribing information

• Includes critical black-box suicidality warning and 988 crisis line reference

• Published by a LegitScript-certified, publicly traded telehealth company with established reputation

• Provides practical patient guidance including withdrawal warnings, disposal instructions, and DEA disposal locator

• Structured data (Product schema) correctly implemented

169 https://hims.com/important-safety/duloxetine 57

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:48

Scores at a Glance

55	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	60	Content Effort	40	Originality
65	Skill	80	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to provide patients prescribed duloxetine through Hims with required safety information, including warnings, contraindications, side effects, drug interactions, and disposal instructions — fulfilling a regulatory and patient safety obligation. • Rating Justification: The page serves a legitimate and important purpose — providing FDA-required Important Safety Information for a prescription medication dispensed by a licensed telehealth company. The content is medically accurate and comprehensive. However, it lacks named authorship, a review date, and direct contact information, which are critical for a YMYL health page. The page meets minimum standards for a medication ISI page but falls short of high-quality standards due to transparency gaps.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Content accurately reproduces FDA black-box warning language for suicidality, LegitScript certification provides third-party pharmacy legitimacy, Crisis resource (988 line) included for vulnerable users, Structured data (Product schema) is present, Company is publicly traded and subject to regulatory oversight • Key Weaknesses: No named author or medical reviewer identified on the page, No publication or last-reviewed date visible, No explicit credentials or qualifications displayed for content creators, Contact information not directly accessible from this page, About page not linked from this specific page • Trust Evidence: LegitScript approval badge is present. The company has Terms & Conditions, Privacy Policy, Telehealth Consent, and Consumer Health Data Privacy Policy pages. The page includes a crisis line (988) for mental health emergencies. However, no named author, no date of publication, and no explicit medical reviewer are identified on this page. • Expertise Evidence: The content accurately reflects FDA-mandated Important Safety Information (ISI) language for duloxetine, including the black-box suicidality warning, contraindications, drug interactions, and disposal instructions. The medical content is consistent with the official prescribing information. However, no named medical professional or pharmacist is credited. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses duloxetine to patients. The company has direct operational experience with this medication through its licensed healthcare providers, but no individual clinician or pharmacist is identified as the author of this specific safety document. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer, indicating pharmacy legitimacy. The company is a licensed telehealth provider. The content mirrors standard FDA-approved ISI language, lending it regulatory authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides Important Safety Information for duloxetine, a prescription antidepressant (SNRI) with a black-box warning for suicidality. It covers contraindications, serious side effects including potentially fatal ones (liver failure, serotonin syndrome, Stevens-Johnson Syndrome), drug interactions, and dosing instructions. Incorrect or incomplete information could directly harm patients. • Potential Harm: Patients who misread, misunderstand, or receive incomplete safety information could take duloxetine with contraindicated medications (e.g., MAOIs), fail to recognize serious side effects, or abruptly discontinue the medication — all of which could result in serious injury or death. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified healthcare professionals, current review dates, and transparent sourcing are required. The page must meet FDA prescribing information standards and should ideally be reviewed and signed off by a licensed pharmacist or physician.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories for duloxetine, Includes FDA-mandated black-box warning with appropriate prominence, Provides actionable crisis resource (988 line) for at-risk patients, Clear dosing and discontinuation guidance to prevent harm, Medication disposal instructions with DEA lookup tool reference • Weaknesses: No named medical author or reviewer, No date of publication or last review, No H2 subheadings to aid navigation of the dense safety content, Product schema with pricing embedded in a safety information page creates mixed signals about page purpose, No links to full prescribing information or FDA label for patients who want more detail • Mc Description: The main content is an Important Safety Information document for duloxetine (generic Cymbalta), covering: FDA black-box suicidality warning, indications, contraindications, serious and common side effects, drug interactions, dosing instructions, withdrawal warnings, timeline for therapeutic effect, and medication disposal guidance.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting and public financial scrutiny'} • {'source': 'LegitScript certification badge visible in footer, indicating third-party verification of pharmacy legitimacy'} • {'source': 'Telehealth Consent & Open Payments disclosure page linked in footer, indicating compliance with federal transparency requirements'} • {'source': 'Company operates under state telehealth regulations and DEA oversight for prescription medications'}

Trust Analysis

Transparency: Moderate transparency at the company level (public company, LegitScript certified, legal disclosures present) but low transparency at the content level (no named author, no review date, no credentials displayed for the safety information itself). • Trust Factors: LegitScript certified pharmacy/telehealth provider, Publicly traded company with regulatory and investor oversight, Content accurately reflects FDA-mandated safety language, Crisis resource (988) included for patient safety, Privacy policy, terms, and consumer health data policy are accessible, Telehealth Consent & Open Payments disclosure demonstrates regulatory compliance • Distrust Factors: No named author or medical reviewer on this specific page, No publication or last-reviewed date, No direct contact information accessible from this page, Product pricing schema embedded in a safety information page suggests commercial intent mixed with safety content, About page not linked from this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Licensed telehealth and pharmacy company', 'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript Approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is largely derived from standard FDA prescribing information language, which is expected and appropriate for this page type — not a spam indicator in this context

Deception Analysis

Severity: none • Deception Details: The page is straightforwardly presented as Important Safety Information for duloxetine. The content accurately reflects standard FDA safety language. The Product schema with pricing in the structured data suggests this page is part of a product purchase flow, but this does not constitute deception — it is a standard practice for telehealth companies to provide ISI pages for medications they prescribe. The main content is not obstructed by ads or interstitials.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful, misleading, or dangerous content. It accurately reproduces standard FDA-required safety information for duloxetine. The inclusion of the 988 crisis line is a positive safety measure for vulnerable users. No content minimizes or downplays the serious risks associated with this medication.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but based on the content structure, these appear to be internal promotional elements (app download CTAs, cross-promotion to forhers.com) rather than third-party display advertising. These are standard e-commerce/telehealth site elements. • User Experience Impact: The internal promotional content (app download, forhers.com cross-promotion) is confined to the footer and does not obstruct the main safety information content. The safety information appears to be the primary focus of the page without significant commercial interruption.

Recommendations

Critical Issues

• No named medical author or reviewer — critical gap for a YMYL prescription medication safety page

• No publication or last-reviewed date — patients cannot verify whether the safety information is current

Improvements

• Add a named medical author or reviewer (e.g., licensed pharmacist or physician) with credentials to the page

• Include a publication date and last-reviewed date to demonstrate currency of information

• Add direct contact information or a link to the patient support center prominently on the page

• Add H2 subheadings to improve navigation of the dense safety content (e.g., 'Contraindications', 'Drug Interactions', 'Side Effects')

• Include a link to the full FDA prescribing information for patients who want complete clinical details

• Separate the Product schema pricing data from the safety information page or clarify the relationship between the two

Strengths

• Medically accurate content that faithfully reproduces FDA-required Important Safety Information

• Includes FDA black-box suicidality warning with appropriate prominence and crisis resource (988 line)

• Published by a LegitScript-certified, publicly traded telehealth company with regulatory oversight

• Comprehensive coverage of contraindications, drug interactions, side effects, dosing, and disposal

• Clean page design with safety content as the clear primary focus

170 https://hims.com/important-safety/finasteride 54

Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:42

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	55	Trust	60	Content Effort	45	Originality
58	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an important safety information resource for Hims customers who have been prescribed finasteride, covering side effects, contraindications, dosing instructions, storage, and warnings. It is a supplementary patient information document rather than a general health information resource. • Rating Justification: The page provides standard finasteride prescribing/safety information that is medically accurate and covers the key topics a patient would need. However, it lacks named authorship, medical reviewer credentials, and is intentionally excluded from search indexing by the publisher. The content is functional and serves its stated purpose as a patient safety information page, but falls short of high quality due to missing E-E-A-T signals and transparency elements required for YMYL health content.

E-E-A-T

Overall	56
Experience	45
Expertise	60
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: LegitScript pharmacy legitimacy certification displayed, Medically accurate content consistent with FDA prescribing information, Includes FDA adverse event reporting contact, Clinical trial percentages cited for side effects, Hims is a publicly traded, regulated telehealth company • Key Weaknesses: No named medical author or reviewer, No credentials or qualifications displayed, Page is marked noindex/nofollow by the publisher, Source citation is vague (MedPageToday.org without specific article link), No contact information on the page itself, No about page linked from this page • Trust Evidence: The page has a 'noindex, nofollow' robots meta tag, indicating the company itself does not want this page indexed by search engines. LegitScript badge is present in the footer. The page includes FDA reporting information (1-800-FDA-1088). However, there is no named author, no contact info on the page itself, no about page linked from this page, and the source citation is incomplete. • Expertise Evidence: The content covers standard FDA-approved prescribing information for finasteride including dosing, contraindications, side effects with clinical trial percentages, PSA effects, and storage. The information is medically accurate and consistent with known prescribing information. However, there is no named medical author, no credentials listed, and no citation to primary literature beyond a vague 'Source: MedPageToday.org' reference. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes finasteride. There is implicit operational experience as a licensed telehealth provider, but no personal patient or clinician experience is shared on the page itself. No first-person accounts or case studies are present. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, which is a recognized pharmacy legitimacy certification. The company has established brand recognition in men's health telehealth. The page references FDA approval and clinical trial data, lending some authority. However, no named medical reviewer or author is present.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical information about a prescription medication (finasteride) including dosing instructions, contraindications, side effects including sexual dysfunction and depression/suicidal ideation, drug interactions, and warnings about fetal harm. This is clearly YMYL health and safety content that could directly impact a person's physical health decisions. • Potential Harm: Incorrect or incomplete safety information about a prescription medication could lead to improper use, failure to recognize dangerous side effects, or harm to pregnant women who come into contact with the medication. The page discusses risks including birth defects, depression, suicidal ideation, and prostate cancer risk. • Standards Required: Highest E-E-A-T standards are required. Named medical authors with credentials, medical review processes, citations to primary literature, clear date of last review, and comprehensive safety information are expected for prescription medication safety pages.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of safety topics relevant to finasteride users, Includes specific clinical trial percentages for side effects, Addresses important safety concerns like depression/suicidal ideation and prostate cancer risk, Distinguishes between 1mg (hair loss) and 5mg (BPH) dosage risks, Includes FDA adverse event reporting information, Covers the important NSAID interaction warning, Addresses reversibility of side effects • Weaknesses: No named medical author or reviewer, Incomplete source citation for depression/suicide association, Minor inconsistencies in side effect percentages between sections, No date of last review or update, No links to primary literature or FDA prescribing information, 'Flushing' listed as common side effect without standard clinical backing • Mc Description: The main content is a patient safety information page for finasteride covering: product overview, common side effects, contraindications (pregnancy, allergies), pre-treatment disclosure requirements, dosing instructions, detailed side effect profiles with clinical trial data, specific safety questions about depression/suicide, prostate cancer, and PSA effects, less common and rare side effects, storage instructions, and general medication safety guidance.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy certification (visible in footer) • NYSE-listed public company (HIMS) • FDA-regulated telehealth provider • BBB and consumer review presence as a major telehealth brand

Trust Analysis

Transparency: Moderate transparency. The company identity is clear (Hims), the purpose of the page is clear (patient safety information), and regulatory compliance elements are present (LegitScript, FDA reporting). However, the lack of named medical authorship and review dates reduces transparency for a YMYL health page. • Trust Factors: LegitScript approved pharmacy certification displayed, Hims is a publicly traded, regulated telehealth company, Content is medically accurate and consistent with FDA prescribing information, Includes FDA adverse event reporting contact number, Page is intentionally marked noindex/nofollow, suggesting it is for existing customers rather than public marketing, Telehealth Consent and Open Payments disclosure linked in footer, Privacy policy and terms of service present • Distrust Factors: No named medical author or reviewer on the page, No credentials or qualifications displayed, No contact information directly on the page, Incomplete source citation (MedPageToday.org without specific URL), No date of last medical review, Minor factual inconsistencies in side effect data between sections, No links to primary FDA prescribing information or clinical studies

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'regulatory_status': 'FDA-regulated telehealth provider', 'named_medical_author': 'None identified on page', 'legitimacy_certification': 'LegitScript Approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a patient safety information resource. The content accurately represents finasteride safety information. The page is marked noindex/nofollow, which is appropriate for a patient-facing safety document not intended for general search traffic. No deceptive design patterns, hidden content, or misleading information was identified.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It appropriately warns about risks including fetal harm, sexual dysfunction, depression, and suicidal ideation. The safety information is generally accurate and protective rather than harmful. The minor inaccuracies noted (flushing as side effect, percentage inconsistencies) are not of a severity that would cause direct harm.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content excerpt does not show intrusive advertising within the safety information content itself. The footer contains app download CTAs and cross-promotional links to forhers.com, which are standard commercial elements for a telehealth company's patient-facing page. • User Experience Impact: Minimal negative impact. The commercial elements (app download, sister site promotion) are confined to the footer and do not appear to interrupt the main safety information content. This is appropriate for a patient safety information page.

Recommendations

Critical Issues

• No named medical author or reviewer present on a YMYL prescription medication safety page - this is a significant E-E-A-T deficiency for health content

• Minor factual inconsistencies in side effect percentages between page sections could cause patient confusion about actual risk levels

Improvements

• Add a named medical author or reviewer with credentials (MD, PharmD) and a date of last medical review

• Provide a specific, linked citation for the MedPageToday depression/suicide association reference rather than just the domain name

• Resolve the inconsistency in sexual dysfunction percentages between the introductory section (1.2-1.4%) and the detailed section (1.2-1.8%)

• Review the inclusion of 'flushing' as a common side effect, as this is not standard in finasteride prescribing information

• Add a link to the official FDA prescribing information for finasteride

• Include a direct contact method (phone number or email) for medical questions on the page itself

• Add a clear 'last reviewed' or 'last updated' date to the page

Strengths

• Medically accurate content consistent with FDA prescribing information for finasteride

• Comprehensive coverage of safety topics including rare but serious risks (depression, suicidal ideation, fetal harm)

• LegitScript pharmacy certification provides third-party legitimacy validation

• Includes FDA adverse event reporting contact information

• Appropriately distinguishes between 1mg (hair loss) and 5mg (BPH) dosage-specific risks

• Publisher correctly marks page noindex/nofollow, showing responsible content governance

171 https://hims.com/important-safety/finasteride-minoxidil-supplement-blend-pill 62

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:42

Scores at a Glance

62	PQ Score	66	E-E-A-T Overall	55	Experience	72	Expertise
70	Authoritativeness	68	Trust	75	Content Effort	65	Originality
70	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a patient information/Important Safety Information document for a compounded finasteride, minoxidil, and supplement blend pill prescribed through the Hims telehealth platform. It is intended to inform patients about proper use, contraindications, side effects, and safety considerations before and during treatment. • Rating Justification: This is an Important Safety Information (ISI) page for a compounded prescription medication sold by Hims. It fulfills a legitimate and necessary regulatory/informational purpose by disclosing risks, contraindications, side effects, and usage instructions for a YMYL health product. The content is substantive, detailed, and largely accurate. However, it lacks named medical authorship, has no standalone contact information, and exists within a commercial context where the same company selling the product is providing the safety information. The transparency about FDA non-approval status is a significant positive. The page rates medium-plus because it serves its informational purpose well but falls short of high due to missing E-E-A-T signals like named reviewers and independent sourcing.

E-E-A-T

Overall	66
Experience	55
Expertise	72
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Explicit FDA non-approval disclosure for compounded medication, Detailed clinical side effect data with statistical percentages from trials, Comprehensive contraindication list, LegitScript pharmacy verification badge, FDA MedWatch reporting information provided, Emergency symptom guidance included, Transparent about compounded drug status • Key Weaknesses: No named medical author or reviewer identified on the page, No contact information directly on the page, Commercial/sales context may create conflict of interest, Only one external source cited (MedPageToday) with no full citation, No About page link present in page structure, Structured data shows product pricing, blending safety info with commercial intent • Trust Evidence: The page explicitly discloses that the medication is NOT FDA approved (compounded drug), which is a significant transparency positive. It provides FDA MedWatch reporting information, drug disposal guidance, and emergency symptom warnings. LegitScript approval badge is present. However, there is no named author, no explicit medical reviewer identified, no contact information on the page itself, and the page is also a product/commercial page for a $29/month subscription. • Expertise Evidence: The page contains detailed pharmaceutical information including specific ingredient dosages (finasteride 1.2mg, minoxidil 3mg, biotin 2.5mg, etc.), contraindications, drug interactions, side effect statistics from clinical trials (e.g., 1.2%-1.8% sexual dysfunction rates), PSA test implications, and fertility impact data. This level of clinical detail suggests medical expertise was involved. However, no named medical authors or reviewers are identified on the page itself. • Experience Evidence: The page is produced by Hims, a telehealth company that prescribes and dispenses compounded medications. The content reflects operational experience with the product (specific dosages, formulation rationale, dermatologist involvement in formulation), but no individual patient or clinician experience is shared. The mention of dermatologists formulating the tablet provides some experiential grounding. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, indicating pharmacy legitimacy verification. The company operates licensed pharmacies and employs licensed clinicians. The page references FDA regulations accurately and cites MedPageToday as a source for depression data. However, the page lacks named medical reviewers or citations to peer-reviewed literature beyond one source mention.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information for a prescription compounded medication containing finasteride and minoxidil. These are pharmacologically active substances with documented risks including sexual dysfunction, depression, suicidal ideation, cardiovascular effects, and teratogenicity. The information directly impacts health decisions and medication safety for users. • Potential Harm: Incorrect, incomplete, or misleading safety information could lead patients to take a medication they should not take, miss critical contraindications, fail to recognize dangerous side effects, or not seek emergency care when needed. Finasteride has documented risks of persistent sexual dysfunction and potential psychiatric effects. Minoxidil has cardiovascular risks. The compounded nature means no FDA safety verification. • Standards Required: Highest standards of medical accuracy, complete disclosure of risks, named medical authorship and review, clear sourcing from peer-reviewed literature, and transparent separation of commercial and safety information. The page must be held to the strictest YMYL standards given it involves prescription medication safety.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety topics expected in a medication guide, Explicit and prominent FDA non-approval disclosure, Clinical trial statistics provided for side effect rates, Specific emergency symptoms listed with instruction to seek immediate care, Addresses common patient questions (depression risk, prostate cancer, fertility) proactively, Includes FDA MedWatch reporting information, Proper drug disposal guidance with DEA lookup tool reference, Zinc and biotin supplementation warnings show attention to combination product safety • Weaknesses: No named medical author or reviewer, No version date or last-reviewed date on the safety information, Commercial product pricing ($29) appears in structured data, creating mixed commercial/safety context, The 1.2mg finasteride dose vs standard 1mg is not explained or justified, Single external source citation (MedPageToday) without full reference, No H2 headings in page structure despite long content (navigation may be difficult) • Mc Description: The main content is a comprehensive Important Safety Information document for a compounded finasteride (1.2mg) + minoxidil (3mg) + supplement blend pill. It covers: product description and composition, FDA non-approval disclosure, dosing instructions, contraindications, side effects for both active ingredients with clinical statistics, specific safety questions (depression, prostate cancer, PSA, fertility), emergency symptoms, storage, and disposal instructions.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy verification badge present in footer • Hims is a publicly traded company (NYSE: HIMS) with established telehealth reputation • FDA MedWatch reporting link provided • DEA drug disposal lookup tool referenced

Trust Analysis

Transparency: The page demonstrates moderate-to-good transparency by explicitly disclosing the non-FDA-approved status of the compounded medication, providing comprehensive risk information, and including regulatory reporting resources. However, transparency is reduced by the absence of named medical reviewers, no content dating, and the blending of commercial product information (pricing in structured data) with safety documentation. • Trust Factors: LegitScript approval badge indicating legitimate pharmacy operations, Explicit disclosure that medication is NOT FDA approved (compounded), Provides FDA MedWatch adverse event reporting information, References authoritative external resources (DEA, FDA disposal guidelines), Structured data and product schema implemented correctly, Privacy policy, terms and conditions, and telehealth consent links in footer, Company is publicly traded with regulatory oversight, Comprehensive contraindication and side effect disclosures • Distrust Factors: No named medical author or reviewer on the page, No contact information directly accessible on the page, No About page link in page structure, Commercial conflict of interest: same company selling product provides safety information, No last-reviewed or publication date on safety content, Only one external source cited without full reference, Compounded medication with no FDA safety verification

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_listing': 'NYSE: HIMS', 'formulation_claim': 'Formulated with dermatologists', 'telehealth_license': 'Licensed telehealth provider', 'pharmacy_verification': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page does not appear deceptive. The primary content is safety information that is clearly labeled and organized. The FDA non-approval status is prominently disclosed. Side effects are presented with clinical statistics rather than minimized. The commercial context (Hims selling the product) is transparent through branding. The structured data includes product pricing which is visible but does not obstruct the safety content. No misleading claims about FDA approval or efficacy are made in the safety section.

Harm Analysis

Severity: none • Harm Details: The page does not appear to be harmful. It provides safety information that is designed to protect users from harm. The explicit FDA non-approval disclosure, comprehensive contraindication list, and emergency symptom guidance are protective rather than harmful. The commercial context (selling a $29 product) creates a potential conflict of interest but does not rise to the level of harmful or misleading content given the transparency about risks. The content does not downplay risks or make unsupported efficacy claims in the safety section.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely in the form of navigation elements promoting other Hims products and the app download CTA in the footer. The footer contains cross-promotional content for Hers (sister brand). These are standard site navigation and cross-promotion elements rather than third-party display advertising. • User Experience Impact: The promotional elements (app download, Hers cross-promotion) are confined to the footer and do not appear to obstruct the main safety content. The primary content area appears dedicated to the ISI document. The commercial nature of the page (it is a product page with safety information) means some promotional context is inherent but does not significantly impede access to safety information.

Recommendations

Critical Issues

• No named medical author or reviewer identified - critical gap for YMYL health content involving prescription medications

• No content dating - users and regulators cannot determine if safety information is current, which is particularly important for compounded medications that may have evolving safety profiles

Improvements

• Add named medical author(s) and reviewer(s) with credentials (MD, PharmD) and review date to the page

• Include a 'Last reviewed' or 'Last updated' date on the safety information document

• Add direct contact information (phone number, email) for medical questions on the page itself

• Expand citations to include peer-reviewed literature references for key claims (depression risk, prostate cancer data, fertility impact)

• Clarify why the finasteride dose is 1.2mg rather than the standard 1mg and how this affects the cited clinical trial data

• Add an explicit link to the About page and medical team page from this safety document

• Consider separating the commercial product structured data (pricing) from the safety information page or making the ISI a standalone document

• Add a clear version number or document identifier to the ISI for regulatory traceability

Strengths

• Explicit and prominent FDA non-approval disclosure for compounded medication - exemplary transparency

• Comprehensive contraindication list covering 20+ conditions with specific medical detail

• Clinical trial statistics provided for side effect rates with placebo comparisons

• LegitScript pharmacy verification provides third-party legitimacy signal

• Proactive coverage of common patient concerns (depression, prostate cancer, PSA, fertility) with nuanced information

• Emergency symptom guidance with instruction to seek immediate care

• FDA MedWatch and DEA disposal resources referenced, connecting users to authoritative external resources

172 https://hims.com/important-safety/fluoxetine 52

Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	55	Trust	65	Content Effort	50	Originality
60	Skill	60	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an Important Safety Information document for patients prescribed fluoxetine (generic Prozac) through the Hims telehealth platform, providing FDA-required safety disclosures, contraindications, drug interactions, side effects, and dosing guidance. • Rating Justification: The page serves a legitimate functional purpose as an Important Safety Information (ISI) document for patients prescribed fluoxetine through the Hims telehealth platform. The content is medically accurate and comprehensive. However, the critical meta description error (calling the drug 'Duloxetine' instead of 'Fluoxetine'), absence of named medical authors, lack of citations, and noindex directive reduce the quality rating. For a YMYL health page, these deficiencies are significant. The page meets a medium quality threshold as a functional patient information document from a legitimate telehealth company, but falls short of high quality due to the accuracy error and missing E-E-A-T signals.

E-E-A-T

Overall	56
Experience	45
Expertise	60
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Includes FDA black box warning for suicidality with appropriate crisis resources (988 hotline), Covers comprehensive drug interactions, contraindications, and side effect profiles, LegitScript approval badge in footer indicates pharmacy legitimacy, Structured data (Product schema) is present and accurate, Provides DEA drug disposal guidance • Key Weaknesses: Meta description incorrectly references 'Duloxetine' instead of 'Fluoxetine' — a significant accuracy error on a YMYL health page, No named author, medical reviewer, or healthcare professional identified, No contact information on the page itself, No citations to FDA labeling, clinical studies, or authoritative medical sources, Page is set to noindex/nofollow, suggesting it may be a patient-facing document not intended for public search • Trust Evidence: The page includes a critical meta description error — it says 'Important safety information for Duloxetine' when the page is about Fluoxetine. The robots meta tag is set to 'noindex, nofollow', suggesting this is not intended for public search indexing. No author is identified, no contact information is present on the page, and no about page link is visible. The page does include a black box warning and crisis hotline (988), which are positive trust signals. • Expertise Evidence: The content accurately covers FDA-approved indications, contraindications, drug interactions, side effects including black box warning for suicidality, and disposal instructions. The information aligns with standard prescribing information. However, no named medical author or reviewer is identified, which weakens demonstrated expertise. • Experience Evidence: No personal experience or patient testimonials are present. The content is clinical/regulatory in nature, typical of a pharmaceutical information sheet rather than experiential content. No named healthcare professionals share their clinical experience with the medication. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, which provides some authority. The page is hosted on hims.com, a known telehealth platform. However, the page lacks citations to primary medical sources, FDA labeling, or named medical professionals.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides detailed medical information about a prescription antidepressant medication (fluoxetine/Prozac), including dosing instructions, contraindications, drug interactions, and warnings about suicidality. This directly impacts patient health decisions and safety. • Potential Harm: Incorrect or incomplete medication safety information could lead patients to take fluoxetine unsafely, miss critical drug interactions (e.g., with MAOIs causing serotonin syndrome), or fail to recognize dangerous side effects. The meta description error (Duloxetine vs. Fluoxetine) is particularly concerning as it could cause confusion about which medication's safety information is being presented. • Standards Required: Highest E-E-A-T standards required. Content should be authored or reviewed by licensed healthcare professionals, cite authoritative medical sources (FDA labeling), be free of factual errors, and clearly identify the responsible medical organization.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all standard ISI components for an antidepressant, Prominent black box warning with crisis hotline (988) prominently featured, Detailed drug interaction list including specific medication names, Practical guidance on missed doses, withdrawal, and disposal, Clear organization with logical flow from warnings to interactions to dosing • Weaknesses: No H2 subheadings to aid navigation through the lengthy content, Meta description incorrectly identifies the drug as Duloxetine, No last-reviewed date or version information, No links to full prescribing information or FDA label, No named medical reviewer or author attribution • Mc Description: The main content is an Important Safety Information (ISI) document for fluoxetine, covering: FDA-approved indications, common side effects, black box warning for suicidality, contraindications, serious side effects, pre-treatment disclosures, drug interactions, dosing instructions, withdrawal information, timeline for therapeutic effect, and medication disposal guidance.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript approved pharmacy badge present in footer • Telehealth Consent & Open Payments disclosure link in footer • Consumer Health Data Privacy Policy link present

Trust Analysis

Transparency: Moderate transparency. The page is from a known, publicly traded telehealth company with LegitScript approval. However, the absence of named medical authors, no review dates, and the meta description error reduce transparency and accountability for the medical content. • Trust Factors: LegitScript approval badge indicates legitimate pharmacy operations, Publicly traded company with regulatory oversight, Includes required FDA black box warning, Provides crisis resources (988 hotline) for mental health emergencies, Structured data accurately represents the product, Privacy policy, terms, and telehealth consent documents linked in footer, Page is set to noindex/nofollow, suggesting it is a patient-facing document not intended for public search manipulation • Distrust Factors: Meta description incorrectly identifies the medication as Duloxetine instead of Fluoxetine — a factual error on a prescription drug safety page, No named author or medical reviewer identified anywhere on the page, No contact information on the page itself, No date of last review or update, No citations to FDA labeling or authoritative medical sources, No about page link visible in the main content area

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform and online pharmacy', 'company': 'Hims & Hers Health, Inc.', 'legitscript': 'LegitScript Approved', 'medical_team': 'Not individually identified on this page', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	factual_error
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None identified — the page serves a legitimate functional purpose as a patient safety information document

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive. However, the meta description error (stating 'Important safety information for Duloxetine' when the page is about Fluoxetine) constitutes inadvertent misinformation. This appears to be a template/copy-paste error rather than deliberate deception. The actual page content is consistent and correctly addresses fluoxetine throughout. The page design is clean and the main content is not obstructed.

Harm Analysis

Severity: low • Harm Details: The meta description error (referencing 'Duloxetine' instead of 'Fluoxetine') is misleading, though it appears to be a copy-paste/template error rather than intentional deception. A patient searching for fluoxetine safety information who sees the meta description might be confused about which medication's information they are reading. This is a low-severity but real accuracy concern on a YMYL health page. The actual page content correctly addresses fluoxetine throughout.

Ads Analysis

Ad Placement: The page is flagged as having ads, but based on the content structure, these appear to be internal promotional elements (app download CTAs, footer navigation to other Hims products) rather than third-party advertisements. The footer contains app download promotions and cross-links to other Hims/Hers products. • User Experience Impact: Minimal negative impact. The promotional elements are confined to the footer and do not interrupt the main safety information content. The app download CTA appears at the bottom after the main content, which is appropriate placement for a patient information document.

Recommendations

Critical Issues

• Meta description incorrectly identifies the medication as 'Duloxetine' instead of 'Fluoxetine' — this is a factual error on a YMYL prescription drug safety page that must be corrected immediately

• No named medical author or reviewer identified — for a YMYL health page about prescription medication safety, this is a significant E-E-A-T deficiency

Improvements

• Immediately correct the meta description error — it currently says 'Important safety information for Duloxetine' but should reference 'Fluoxetine'

• Add named medical author(s) and reviewer(s) with credentials (e.g., 'Reviewed by [Name], MD, [Specialty]')

• Add a last-reviewed/updated date to establish currency of the medical information

• Add H2 subheadings to improve navigation through the lengthy content (e.g., 'Contraindications', 'Drug Interactions', 'Side Effects', 'Dosing Instructions')

• Include a link to the full FDA prescribing information or package insert for reference

• Add contact information or a link to the Hims medical support team on the page itself

Strengths

• Comprehensive ISI content covering all standard components: indications, contraindications, drug interactions, side effects, dosing, withdrawal, and disposal

• Prominent FDA black box warning for suicidality with crisis hotline (988) prominently featured

• LegitScript approval and publicly traded company status provide baseline legitimacy

• Clean page design with main content not obstructed by ads or promotional elements

• Structured data (Product schema) accurately represents the medication

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https://hims.com/important-safety/foundayo

58

Confidence: 0.82

Needs Work

Analysed: 18 Jun 2026 05:41

Scores at a Glance

58	PQ Score	64	E-E-A-T Overall	45	Experience	70	Expertise
72	Authoritativeness	68	Trust	65	Content Effort	30	Originality
70	Skill	85	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: To provide patients prescribed Foundayo through Hims with required safety information, side effects, contraindications, warnings, and storage instructions for the medication orforglipron. • Rating Justification: The page serves a clear, legitimate regulatory purpose: providing FDA-required Important Safety Information for a prescription weight-loss medication (Foundayo/orforglipron) dispensed through the Hims telehealth platform. The content is accurate and complete per regulatory standards. However, it lacks author attribution, has no structured data, has no contact info on the page, and is tagged noindex/nofollow by the publisher itself. The page meets its functional purpose for existing patients but falls short of high-quality YMYL health content standards due to missing E-E-A-T signals.

E-E-A-T

Overall	64
Experience	45
Expertise	70
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Content accurately reproduces FDA-required Important Safety Information for a prescription medication, Published by a LegitScript-approved, publicly traded telehealth company, Includes black box warning, contraindications, side effects, storage instructions as required by regulation, References FDA reporting mechanism (1-800-FDA-1088) and manufacturer pregnancy registry • Key Weaknesses: No named medical author or reviewer identified on the page, No author credentials or byline present, No contact information specific to this page or medical team, No About page link directly accessible from this page context, Missing structured data for medical/drug content • Trust Evidence: The page has a noindex/nofollow meta tag indicating it is not intended for general search indexing, suggesting it is a patient-facing resource rather than a marketing page. LegitScript approval badge is present in footer. Privacy policy, terms, and telehealth consent links are present. No named author or medical reviewer is identified. No contact information specific to this page is provided. • Expertise Evidence: The content is standard FDA-required prescribing information and Important Safety Information (ISI) for a prescription GLP-1 receptor agonist (orforglipron/Foundayo). The medical content is accurate, detailed, and follows regulatory formatting conventions including black box warning language. The drug information references Eli Lilly and Company as manufacturer, adding credibility. No named medical author or reviewer is identified on the page itself. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses medications. The content reflects operational experience as a licensed telehealth provider offering Foundayo (orforglipron) to patients. However, no individual practitioner experience is demonstrated on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer. The content mirrors FDA-approved prescribing information language. The site references Eli Lilly's pregnancy registry contact. The domain hims.com is an established, well-known telehealth platform.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page contains prescription medication safety information for a GLP-1 receptor agonist weight-loss drug including black box warnings about thyroid cancer risk, contraindications, serious side effects (pancreatitis, kidney failure, allergic reactions), drug interactions, and pregnancy warnings. This is unambiguously YMYL health/safety content. • Potential Harm: Misunderstanding or incomplete reading of this safety information could lead patients to take a contraindicated medication, miss warning signs of serious adverse events, or fail to inform their healthcare provider of relevant conditions. Incorrect storage or dosing information could also cause harm. • Standards Required: Highest E-E-A-T standards required: content must be medically accurate, authored or reviewed by qualified healthcare professionals, from an authoritative and trustworthy source, with clear identification of the responsible medical team.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all required safety information categories, Black box warning is prominently displayed, Includes FDA adverse event reporting information, Covers drug interactions, pregnancy registry, and birth control interactions, Storage instructions are specific and actionable, Clear statement of intended use and limitations • Weaknesses: No H2 headings used for section organization (poor semantic structure), No date of last update visible, No link to full prescribing information document (only mentioned), No medical reviewer or author identified, Prescribing information link mentioned but functionality unclear from excerpt • Mc Description: The main content is a complete Important Safety Information (ISI) page for Foundayo (orforglipron), a prescription oral GLP-1 receptor agonist for weight management. It includes: common side effects list, black box warning about thyroid C-cell tumors, contraindications, precautions (pregnancy, breastfeeding, drug interactions), serious side effects (pancreatitis, kidney problems, hypoglycemia, allergic reactions, gallbladder problems, aspiration risk), and storage instructions.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript approved pharmacy badge present in footer • References Eli Lilly and Company as drug manufacturer with contact number • FDA adverse event reporting number provided

Trust Analysis

Transparency: Moderate transparency. The publisher (Hims) is clearly identified via branding and footer. The drug manufacturer (Eli Lilly) is referenced. However, no individual medical professional is identified as responsible for the content, and no update date is provided. The noindex tag suggests the page is not intended for public search discovery. • Trust Factors: Published by LegitScript-approved telehealth platform, Content matches FDA regulatory requirements for ISI pages, Publicly traded company with regulatory oversight, References legitimate manufacturer (Eli Lilly) and FDA reporting, noindex/nofollow tag suggests this is a patient-facing resource, not SEO-driven content, Privacy policy, terms of service, and telehealth consent links present in footer, LegitScript badge links to verification page • Distrust Factors: No named medical author or reviewer on the page, No contact information specific to medical questions on this page, No date of last content update, No structured data to verify medical content claims, Missing direct link to full prescribing information document, Ads flagged as present on a medical safety information page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'business_type': 'Telehealth platform and online pharmacy', 'stock_listing': 'NYSE: HIMS', 'drug_manufacturer': 'Eli Lilly and Company (manufacturer of Foundayo/orforglipron)', 'pharmacy_certification': 'LegitScript Approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Content is largely derived from FDA-approved prescribing information (standard practice, not spam), Low originality is expected and appropriate for regulatory ISI pages

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose: providing required safety information for a prescription medication. The title accurately describes the content. The safety information is presented completely and without minimization of risks. The black box warning is prominently displayed. No deceptive design patterns are evident.

Harm Analysis

Severity: none • Harm Details: The page provides accurate, FDA-required safety information for a prescription medication. It does not promote unsafe use, does not downplay risks, and includes all required warnings including the black box warning. The content is designed to protect patient safety rather than cause harm.

Ads Analysis

Ad Placement: Ads are flagged as present on this page. The presence of advertising on a prescription medication safety information page is potentially inappropriate, as it could distract from critical safety information or create conflicts of interest. However, the main content appears to be the ISI text without obvious ad obstruction. • User Experience Impact: Minor negative impact — ads on a medical safety information page are generally considered inappropriate by pharmaceutical industry standards and could undermine the clinical/regulatory nature of the content. However, if ads are limited to footer or sidebar areas and do not interrupt the safety information flow, the practical impact may be minimal.

Recommendations

Critical Issues

• No named medical author or reviewer identified — critical gap for YMYL health content requiring highest E-E-A-T standards

• No content update date — essential for prescription medication safety information which may change with label updates

Improvements

• Add a named medical reviewer or author with credentials (e.g., 'Reviewed by [Name], MD, [Specialty]') to establish medical expertise

• Include a 'Last Updated' or 'Last Reviewed' date to demonstrate currency of safety information

• Add structured data markup (MedicalWebPage, Drug schema) to improve machine-readable credibility signals

• Add H2 headings for major sections (Warnings, Side Effects, Drug Interactions, Storage) to improve semantic structure and accessibility

• Provide a direct, downloadable link to the full FDA-approved prescribing information PDF

• Add a dedicated contact method for medical questions (e.g., link to medical team or pharmacist contact)

• Review appropriateness of advertising on a prescription medication safety information page

• Add a meta description to improve page identification in any contexts where it may be indexed

Strengths

• Accurate and complete reproduction of FDA-required Important Safety Information including black box warning

• Published by LegitScript-approved, publicly traded telehealth company with regulatory oversight

• Clear purpose and accurate title — no deception or misleading content

• Includes FDA adverse event reporting number and manufacturer pregnancy registry contact

• noindex/nofollow tag demonstrates responsible publishing — page is not being used for SEO manipulation

174 https://hims.com/important-safety/hair-hybrids-chewables 38

Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:43

Scores at a Glance

35 PQ Score	56 E-E-A-T Overall	45 Experience	55 Expertise
65 Authoritativeness	60 Trust	30 Content Effort	40 Originality
45 Skill	60 Accuracy	65 Reputation	

Page Quality

PQ Rating	low_plus
PQ Score	35

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an important safety information (ISI) disclosure page for Hims Hair Hybrids Chewables (compounded finasteride/minoxidil), directing existing patients to key medication safety details. It appears to be a regulatory compliance page rather than a consumer-facing content page. • Rating Justification: This is a YMYL page (medical safety information for a compounded prescription drug) with extremely thin content at only 156 words. While the page serves a legitimate purpose as a safety disclosure page for existing Hims customers, it fails to meet the high standards required for YMYL health content. There is no identified medical author, no citations, no comprehensive safety information visible on the page itself (only links to download more info), and the content is far too sparse for a medical safety page. The noindex/nofollow tags suggest even the site owner does not consider this a primary content page.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Explicit FDA disclaimer about compounded drug status is transparent and legally appropriate, LegitScript pharmacy verification badge in footer adds credibility, Hims is a known, publicly traded telehealth company with established reputation, Product schema markup is properly implemented, Lists common side effects clearly • Key Weaknesses: No named medical author or reviewer identified, Extremely thin content (156 words) for a medical safety information page, No contact information on the page itself, No citations or references to clinical studies, No date of publication or last review date, The 'important safety information' links are not fully expanded on the page • Trust Evidence: The page explicitly discloses that 'Hair Hybrids are compounded products and have not been approved by the FDA' and that 'The FDA does not verify the safety or effectiveness of compounded drugs.' This is a positive transparency signal. LegitScript badge is present. However, the page has noindex/nofollow meta tags, no author information, no contact info on the page itself, and very thin content for a medical safety information page. • Expertise Evidence: The page references finasteride and minoxidil, which are legitimate FDA-recognized hair loss treatments. It includes a structured product schema and mentions 'doctor-trusted ingredients.' However, no specific medical authors, pharmacists, or healthcare professionals are identified on this page. The content is minimal and lacks depth of medical explanation. • Experience Evidence: The page is published by Hims, a known telehealth company with real-world experience providing compounded medications. However, the page itself contains no first-person patient or provider experience narratives. The safety information is presented as a reference document rather than experiential content. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, which provides some authority signal. The domain hims.com has established brand recognition in the telehealth space. However, this specific page provides no citations, no medical references, and no named medical experts.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides important safety information for a compounded prescription medication containing finasteride and minoxidil. Finasteride is a prescription drug with significant side effects including sexual dysfunction and potential teratogenicity. Minoxidil has cardiovascular side effects. This is clearly YMYL health/safety content as it directly relates to prescription medication safety. • Potential Harm: Inadequate or incomplete safety information about prescription medications could lead users to misunderstand risks, miss contraindications, or fail to recognize dangerous side effects. Finasteride in particular has serious risks for pregnant women and known sexual side effects that require thorough disclosure. • Standards Required: Highest standards of medical accuracy, completeness, and transparency. Should include comprehensive contraindications, drug interactions, full side effect profiles, when to seek medical attention, and be authored/reviewed by licensed medical professionals with credentials clearly displayed.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear FDA disclaimer about compounded drug status, Identifies the specific product clearly, Lists some common side effects, Provides links to more complete safety information • Weaknesses: Extremely thin content for a medical safety page, Does not present complete safety information on the page itself, Missing finasteride-specific side effects (sexual dysfunction, etc.), No contraindications listed, No drug interaction information, No information about when to seek emergency medical care, No date of last review or update, No identified medical author or reviewer • Mc Description: The main content consists of a brief introduction stating safety is the first priority, an FDA disclaimer about compounded products, a list of 4 common side effects, and links to download full safety information for two product variants. The actual safety information is not presented on the page but rather linked externally.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript pharmacy verification badge present in footer • Established telehealth brand with significant market presence • FDA disclaimer transparency is a positive trust signal

Trust Analysis

Transparency: Moderate transparency. The page appropriately discloses the compounded/non-FDA-approved status of the product, which is a significant positive. However, the lack of author identification, incomplete on-page safety information, and absence of direct contact information reduce overall transparency for a medical safety page. • Trust Factors: Explicit and accurate FDA disclaimer about compounded drug status, LegitScript approved pharmacy badge in footer, Publicly traded company with regulatory oversight, Proper legal footer with terms, privacy policy, and telehealth consent links, Consumer Health Data Privacy Policy link present, Product schema markup is accurate and complete • Distrust Factors: No named medical author or reviewer on the page, No contact information directly on the page, Very thin content for a medical safety page, Safety information is not fully presented on-page but requires downloading, No publication or last-reviewed date, noindex/nofollow meta tags suggest this is not intended for public search discovery

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'regulatory': 'Telehealth provider subject to state medical board regulations', 'legitscript': 'LegitScript Approved', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly identifies itself as an important safety information page, accurately describes the product, and includes required FDA disclaimers about compounded medications. The page appears to be a legitimate regulatory compliance page for existing Hims customers.

Harm Analysis

Severity: low • Harm Details: The page is not actively harmful. It includes appropriate FDA disclaimers about compounded medications. However, the incompleteness of safety information (particularly missing finasteride side effects like sexual dysfunction and the risk to pregnant women) could be considered a passive harm through omission. The page directs users to more complete information via download links, which partially mitigates this concern.

Ads Analysis

Ad Placement: The page structure indicates ads are present per the metadata, but the main content area appears to be a simple safety information page. The footer contains app download CTAs and cross-promotion to forhers.com, which are internal promotional elements rather than third-party ads. • User Experience Impact: The promotional elements (app download, forhers.com cross-promotion) are standard footer elements that do not obstruct the main safety content. They do not negatively impact the user's ability to access the safety information.

Recommendations

Critical Issues

• Missing clinically significant finasteride side effects (sexual dysfunction) which are required for informed consent and patient safety

• Safety information is not fully accessible on-page - requiring downloads creates a barrier to accessing critical medical information

Improvements

• Add complete safety information directly on the page rather than requiring users to download it - include full contraindications, drug interactions, and complete side effect profiles for both finasteride and minoxidil

• Identify a named medical author or reviewer with credentials (MD, PharmD) and include their name, credentials, and the date of last medical review

• Add finasteride-specific side effects that are clinically significant, particularly sexual dysfunction (decreased libido, erectile dysfunction, ejaculation disorders) and the risk to pregnant women

• Include emergency warning signs that require immediate medical attention

• Add a 'last reviewed' date to establish currency of medical information

• Include direct contact information (phone number, email) for patients with safety questions

Strengths

• Appropriate and accurate FDA disclaimer about compounded medication status is transparent and legally compliant

• Published by a legitimate, publicly traded telehealth company with LegitScript pharmacy verification

• Clear product identification and proper schema markup

• noindex/nofollow tags appropriately prevent this thin-content page from appearing in search results

175 https://hims.com/important-safety/minoxidil-blend 62

Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:55

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	68	Trust	70	Content Effort	65	Originality
68	Skill	75	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: To provide existing Hims patients who have been prescribed the Minoxidil + Supplement Blend with important safety information, contraindications, side effects, and emergency warning signs for their compounded medication. • Rating Justification: This is an Important Safety Information (ISI) page for a compounded prescription medication from a legitimate telehealth company. The content is accurate, appropriately detailed, and serves a clear patient-safety purpose. However, it lacks named authorship, publication/review dates, and is intentionally noindexed. It meets its functional purpose for existing patients but falls short of highest-quality YMYL health content standards due to missing E-E-A-T signals like named medical reviewers.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Published by a publicly traded, LegitScript-certified telehealth company, Accurate and detailed medical safety information including contraindications, side effects, and emergency symptoms, Provides FDA MedWatch reporting link, Transparent about compounded medication not being FDA-approved, Includes legal/compliance footer links • Key Weaknesses: No named medical author or reviewer identified on the page, No author bio or credentials displayed, No date of publication or last review date, No contact information directly on the page, No structured data markup for medical content • Trust Evidence: Page has noindex/nofollow meta tags indicating it is intended for existing patients, not public search. LegitScript approval badge present. FDA reporting link included. Terms, privacy policy, telehealth consent, and consumer health data privacy policy links present in footer. No named author or medical reviewer on the page itself reduces trust somewhat. • Expertise Evidence: Content covers contraindications, side effects, emergency symptoms, and drug interactions in medically appropriate language. It correctly notes the compounded medication is not FDA-approved and advises consulting primary care providers or cardiologists for certain conditions. Biotin interference with lab tests is accurately mentioned. However, no named medical author or reviewer is identified on the page itself. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (NYSE: HIMS) that operates a licensed medical platform. The content references dermatologists who formulated the dosage, implying clinical experience, but no specific named clinicians or their credentials are cited on this page. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth company with LegitScript certification (visible in footer), FDA MedWatch reporting link provided, and established brand presence. The domain hims.com is authoritative in the telehealth space. The page is part of an official Important Safety Information section.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription compounded medication containing minoxidil, a cardiovascular-active drug. It covers contraindications, side effects, emergency symptoms, and drug interactions. Incorrect or misleading information could directly harm patients. • Potential Harm: Patients with contraindicated conditions (heart disease, kidney disease, stroke history, pregnancy) could be harmed if safety information is inaccurate or incomplete. Missing contraindications or incorrect dosing guidance could lead to serious adverse events including cardiovascular complications. • Standards Required: Highest standards of medical accuracy, named qualified medical authorship, clear review dates, and transparent sourcing are required for YMYL health content of this nature.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive contraindication list covering major risk categories, Clear emergency warning signs section with instruction to seek immediate care, Transparent disclosure that the medication is not FDA-approved, Specific clinical detail (e.g., biotin dosage rationale, lab test interference), Provides multiple channels for patient follow-up (provider messaging, FDA MedWatch) • Weaknesses: No named medical author or reviewer, No publication or last-reviewed date, No references or citations to clinical evidence, Lacks information about drug interactions beyond minoxidil duplication, No information about what to do if a dose is missed • Mc Description: The main content is an Important Safety Information document for a compounded chewable minoxidil + supplement blend. It covers: product description, FDA approval status disclosure, contraindications (8+ categories), common side effects (9 listed), expected side effects (hair shedding), emergency warning signs requiring immediate care, and instructions for reporting side effects.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification badge displayed in footer, indicating pharmacy compliance verification'} • {'source': 'FDA MedWatch reporting link included, demonstrating regulatory compliance awareness'} • {'source': 'Telehealth Consent & Open Payments disclosure link in footer indicates compliance with federal transparency requirements'}

Trust Analysis

Transparency: Moderate transparency. The company identity is clear and the non-FDA-approved status is disclosed. However, the absence of named medical authorship, review dates, and clinical references reduces transparency for a YMYL health document. • Trust Factors: Published by a publicly traded, regulated telehealth company, LegitScript certified pharmacy operations, Transparent about non-FDA-approved status of compounded medication, Provides FDA adverse event reporting link, Legal compliance links in footer (privacy policy, telehealth consent, consumer health data privacy), Noindex/nofollow tags suggest this is intended for authenticated patients, not public manipulation • Distrust Factors: No named medical author or reviewer on the page, No publication or last-reviewed date, No direct contact information on the page itself, No citations or references to clinical studies, Has ads flag noted in page structure (though may be site-wide analytics/tracking rather than display ads)

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform with licensed pharmacists and healthcare providers', 'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly identifies itself as Important Safety Information, discloses the non-FDA-approved status of the compounded medication, and provides accurate risk information. The noindex/nofollow meta tags suggest it is not being used to manipulate search rankings.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is a patient safety information document that transparently discloses risks, contraindications, and emergency warning signs. The disclosure that the medication is not FDA-approved is prominently included. No misleading claims about efficacy or safety are made.

Ads Analysis

Ad Placement: The 'Has Ads: True' flag likely refers to analytics/tracking scripts (Google Tag Manager is referenced in the page code) or potentially app download CTAs in the footer rather than traditional display advertising. No intrusive ad placements are evident in the main content area. • User Experience Impact: Minimal to no negative impact. The footer contains app download CTAs and cross-promotion to forhers.com, which are standard brand elements rather than disruptive third-party advertising on a safety information page.

Recommendations

Critical Issues

• No named medical author or reviewer identified — critical gap for a YMYL prescription medication safety page

• No publication or last-reviewed date — patients cannot assess whether safety information is current

Improvements

• Add a named medical reviewer or author with credentials (e.g., 'Reviewed by Dr. [Name], MD, Dermatology') to improve E-E-A-T signals

• Include a publication date and last-reviewed date to demonstrate currency of medical information

• Add references or citations to clinical studies supporting the safety profile of the specific formulation

• Include direct contact information (phone number or secure messaging link) prominently on the page for patients with urgent safety questions

• Add structured data markup (MedicalWebPage or Drug schema) to improve machine-readability of safety information

• Expand drug interaction information beyond minoxidil duplication to cover common medications patients may be taking

Strengths

• Transparent disclosure that the compounded medication is not FDA-approved, which is legally and ethically important

• Comprehensive contraindication list covering cardiovascular, renal, hepatic, neurological, and pregnancy-related risks

• Clear emergency warning signs section with explicit instruction to seek immediate medical care

• Published by a publicly traded, LegitScript-certified telehealth company with established regulatory compliance

• Provides FDA MedWatch adverse event reporting link, demonstrating commitment to pharmacovigilance

176 https://hims.com/important-safety/mounjaro 56

Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:40

Scores at a Glance

55	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	58	Trust	60	Content Effort	30	Originality
65	Skill	82	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an important safety information disclosure for patients who have been prescribed or are considering Mounjaro through the Hims telehealth platform, providing FDA-required prescribing information, black box warnings, contraindications, side effects, and drug interactions. • Rating Justification: This is a compliance/important safety information page for a prescription medication (Mounjaro/tirzepatide) published by a legitimate telehealth company. The content is accurate and sourced from official FDA prescribing information. However, it lacks named authorship, medical review attribution, contact information on the page, and a publication/review date. For a YMYL health page, these omissions reduce the quality rating. The page appears to serve a legitimate compliance purpose (informing existing patients about safety information) rather than being a general health information resource. The noindex tag confirms it is not intended for general search discovery.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Content accurately reproduces official FDA prescribing information and black box warning, Published by a LegitScript-approved, publicly traded telehealth company, Includes link to authoritative DailyMed source for full prescribing information, Structured data (Product schema) is implemented, Page is marked noindex/nofollow, appropriate for a compliance disclosure page • Key Weaknesses: No named medical author, reviewer, or pharmacist credited on the page, No contact information directly on the page, No date of last review or update visible, No explicit statement that this is reviewed by licensed medical professionals, Missing meta description • Trust Evidence: The page carries a 'noindex, nofollow' meta tag, indicating it is intentionally excluded from search indexing — suggesting it is a compliance/reference page for existing patients rather than a public-facing marketing page. LegitScript approval badge is present. Terms & conditions, privacy policy, and telehealth consent links are in the footer. No contact information is directly on this page. No author or reviewer is named. • Expertise Evidence: The content accurately reproduces FDA-approved prescribing information and black box warning language for Mounjaro (tirzepatide). The medical terminology is used correctly (GIP receptor agonist, GLP-1, MTC, MEN2, gastroparesis, etc.). A link to DailyMed (NIH) for the full prescribing information is provided. However, no named medical author or reviewer is identified on the page itself. • Experience Evidence: The page is published by Hims & Hers Health, Inc., a publicly traded telehealth company that prescribes and dispenses medications including Mounjaro. The company has direct operational experience with this medication through its telehealth platform. However, no individual clinician or pharmacist experience is cited on this specific page. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, indicating pharmacy legitimacy verification. The content mirrors official FDA prescribing information. The site has an established medical experts page and editorial standards page. However, this specific page lacks named authorship or medical review attribution.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription GLP-1/GIP receptor agonist medication (tirzepatide/Mounjaro) including black box warnings about thyroid C-cell tumors, contraindications, serious adverse reactions, drug interactions, and pregnancy warnings. This is clearly YMYL content as it directly impacts patient health decisions and safety. • Potential Harm: Inaccurate, incomplete, or misleading safety information about a prescription medication could lead patients to use the drug unsafely, miss critical contraindications, fail to recognize serious adverse events, or make incorrect decisions about pregnancy or drug interactions. The black box warning about thyroid C-cell tumors represents a serious safety concern. • Standards Required: Highest standards of medical accuracy, named medical authorship with credentials, clear review dates, complete and accurate reproduction of FDA-approved safety information, easy access to full prescribing information, and clear guidance to consult healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories required for prescription medication disclosure, Accurate reproduction of FDA black box warning language, Clear organization with logical section headings, Link to authoritative DailyMed source for complete prescribing information, FDA adverse event reporting contact information included (1-800-FDA-1088) • Weaknesses: No named medical author or reviewer, No publication or last-reviewed date, Structured data inaccurately describes Mounjaro as a weight loss medication when its FDA indication is for type 2 diabetes, No supplementary content explaining what patients should do if they experience these side effects, Missing meta description • Mc Description: The main content consists of important safety information for Mounjaro (tirzepatide), including: a brief product description, link to full prescribing information/black box warning, common side effects list, full important safety information with FDA black box warning text, contraindications, warnings and precautions covering pancreatitis, gallbladder disease, GI disease, hypoglycemia, kidney injury, hypersensitivity, reproductive considerations, pregnancy, diabetic retinopathy, and surgical considerations, side effects reporting information, drug interactions, and use in specific populations.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS) • LegitScript approved pharmacy badge visible in footer • Company has established telehealth operations since 2017 • Links to terms & conditions, privacy policy, telehealth consent in footer

Trust Analysis

Transparency: Moderate transparency. The company is identified (Hims & Hers Health, Inc.) and is a known, regulated telehealth entity. However, the specific page lacks named authorship, review dates, and direct contact information, which are important for a YMYL medical safety page. The noindex tag suggests this is an internal compliance resource rather than a public health information page. • Trust Factors: Published by a publicly traded, LegitScript-approved telehealth company, Content accurately reproduces official FDA prescribing information, Link to authoritative DailyMed source provided, FDA adverse event reporting information included, Page marked noindex/nofollow indicating it is a compliance page, not SEO-driven content, Structured data implemented correctly, Footer includes legal links and copyright information • Distrust Factors: No named medical author or reviewer on the page, No contact information directly on this page, No publication or last-reviewed date, No about page link directly accessible from this page, Structured data inaccurately describes Mounjaro as a weight loss medication, Missing meta description

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth / Digital Health', 'legitimacy': 'LegitScript approved', 'stock_ticker': 'NYSE: HIMS', 'regulatory_status': 'Licensed telehealth platform operating in multiple US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is largely reproduced from FDA prescribing information, but this is standard and legally required practice for pharmaceutical safety disclosures, not spam

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a safety information disclosure. The structured data description of Mounjaro as a weight loss medication is technically inaccurate relative to its FDA-approved indication (T2DM), but this appears to reflect Hims's use case context rather than intentional deception. The main content accurately states the FDA-approved indication. No deceptive design patterns, hidden content, or misleading claims are present.

Harm Analysis

Severity: none • Harm Details: The page accurately reproduces FDA-approved safety information for Mounjaro. The black box warning, contraindications, and precautions are all correctly stated. The structured data description of Mounjaro as a weight loss medication is technically inaccurate (it is FDA-approved for T2DM; Zepbound is the weight loss indication) but this is in the schema markup rather than the visible patient-facing content, and Hims does prescribe it in a weight management context. This does not rise to the level of harmful misinformation. The page directs users to consult full prescribing information and report adverse events to the FDA.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely through Google Tag Manager (GTM-KZL9BCQ) for analytics and potentially advertising tracking. The footer contains a cross-promotion to forhers.com (sister brand). No intrusive ad placements are evident in the main content area based on the page structure. • User Experience Impact: Minimal impact. The cross-brand promotion to forhers.com in the footer is unobtrusive. Analytics/tracking scripts are standard for a commercial telehealth platform. The main safety information content appears uninterrupted by advertising.

Recommendations

Critical Issues

• Structured data inaccurately describes Mounjaro as a weight loss medication when its FDA-approved indication is for type 2 diabetes glycemic control — this could create regulatory compliance concerns

• No named medical author or reviewer for a YMYL prescription medication safety page — this is a significant E-E-A-T gap for health content

Improvements

• Add named medical author(s) and reviewer(s) with credentials (MD, PharmD, etc.) to the page

• Include a publication date and last-reviewed date for the safety information

• Correct the structured data Product description to accurately reflect Mounjaro's FDA-approved indication (type 2 diabetes) rather than describing it primarily as a weight loss medication

• Add direct contact information or a link to patient support on the page

• Add a meta description for the page

• Consider adding a brief statement clarifying that this information should be reviewed with a healthcare provider

Strengths

• Accurate and comprehensive reproduction of FDA-approved prescribing information including complete black box warning

• Published by a legitimate, publicly traded, LegitScript-approved telehealth company

• Appropriate noindex/nofollow tagging indicating responsible use as a compliance resource rather than SEO content

• Link to authoritative DailyMed source and FDA adverse event reporting information

• Well-organized content structure with clear section headings covering all required safety categories

177 https://hims.com/important-safety/ozempic 52

Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:41

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	55	Trust	55	Content Effort	30	Originality
60	Skill	80	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to provide important safety information about Ozempic (semaglutide) to patients who may be prescribed it through the Hims telehealth platform, including contraindications, warnings, side effects, and drug interactions. • Rating Justification: The page serves a legitimate and important purpose — providing important safety information about Ozempic to existing Hims patients. The medical content is accurate and drawn from FDA prescribing information. However, the page lacks author attribution, has no H2 structure, is marked noindex, and the commercial product schema ($199 offer) on a safety page creates a mixed-purpose concern. The page meets a basic functional need but falls short of high-quality YMYL health content standards due to missing E-E-A-T signals.

E-E-A-T

Overall	56
Experience	45
Expertise	60
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Accurate reproduction of FDA black box warning and prescribing information, LegitScript pharmacy certification visible in footer, Hims is a publicly known, regulated telehealth entity, Includes FDA adverse reaction reporting contact (1-800-FDA-1088), Structured data and technical implementation are professional • Key Weaknesses: No named medical author or reviewer identified on the page, No direct contact information on the page itself, Commercial product framing ($199 price in structured data) on a safety information page, No citations to primary sources beyond implied FDA prescribing information, Page is marked noindex/nofollow, limiting external validation • Trust Evidence: The page has a noindex/nofollow meta tag, suggesting it is intended for existing patients rather than public search. It includes accurate safety information, FDA adverse event reporting contact, and LegitScript certification. However, there is no named author, no contact info on the page itself, and the structured data describes Ozempic as a product with a $199 price, which creates a commercial framing around a prescription medication safety page. • Expertise Evidence: The content accurately reproduces FDA-approved prescribing information and black box warning language for Ozempic (semaglutide). The medical content is technically accurate and uses appropriate clinical terminology. However, no named medical author or reviewer is identified on this page. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes medications including Ozempic. The company has direct operational experience with the medication as a prescriber/platform. However, no individual practitioner experience is cited on this specific page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, indicating pharmacy legitimacy verification. The company is a recognized player in the telehealth space. The content references official FDA prescribing information.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription GLP-1 receptor agonist medication (semaglutide/Ozempic) including black box warnings about thyroid cancer risk, contraindications, drug interactions, pregnancy warnings, and serious adverse events. This is clearly YMYL health content that could directly affect patient safety decisions. • Potential Harm: Inaccurate, incomplete, or misleading safety information about a prescription medication with serious potential side effects (thyroid tumors, pancreatitis, kidney injury, anaphylaxis) could lead patients to take the medication when contraindicated or fail to recognize dangerous side effects requiring medical attention. • Standards Required: Highest E-E-A-T standards required: named medical authors with credentials, medical review process, citations to FDA prescribing information, clear institutional accountability, and no commercial framing that could bias safety information presentation.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of FDA-required safety information, Accurate black box warning language reproduced correctly, Organized into logical clinical sections, Includes FDA adverse event reporting contact information, Clear contraindication list in patient-friendly format • Weaknesses: No H2 heading structure to aid navigation, No named medical author or reviewer, Possible content error regarding 'Oral OZEMPIC' inactive ingredients, No date of last review/update, No links to full prescribing information despite referencing it, Commercial product schema ($199) creates tension with safety-focused purpose • Mc Description: The main content consists of important safety information for Ozempic (semaglutide), including the FDA black box warning about thyroid C-cell tumor risk, contraindications, warnings and precautions (pancreatitis, gallbladder disease, hypoglycemia, kidney injury, hypersensitivity, pregnancy, diabetic retinopathy, heart rate, suicidal ideation), common side effects, drug interactions, and use in specific populations.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy certification (visible in footer) • NYSE-listed public company (HIMS) • Telehealth Consent & Open Payments disclosure link in footer • Privacy policy and terms of service links present

Trust Analysis

Transparency: Moderate transparency. The company identity (Hims & Hers Health, Inc.) is clear from the footer. LegitScript certification provides third-party pharmacy legitimacy validation. However, the specific medical authors or reviewers responsible for this safety content are not identified, which is a significant gap for YMYL health content. • Trust Factors: LegitScript approved pharmacy certification, Publicly traded company with regulatory oversight, Accurate FDA prescribing information reproduced, FDA adverse event reporting contact included, Professional technical implementation, Privacy policy, terms, and consumer health data privacy policy present, Google site verification present • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on the page, Commercial product offer ($199) embedded in safety information page schema, Possible content error regarding oral Ozempic formulation, No date of last medical review, Page marked noindex/nofollow suggesting it may not be intended for public scrutiny

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform and online pharmacy', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'certification': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	No

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is largely reproduced from FDA prescribing information (not spam, but low originality)

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly presents itself as important safety information for Ozempic from the Hims telehealth platform. The commercial product schema in the page's structured data (showing $199 price) is a technical implementation choice that does not directly deceive users reading the page. The possible error about 'Oral OZEMPIC' inactive ingredients may be a content mistake rather than intentional deception.

Harm Analysis

Severity: none • Harm Details: The page does not appear to contain harmful content. The safety information is accurate and drawn from FDA prescribing information. The potential concern about 'Oral OZEMPIC' inactive ingredients may be a minor error but does not rise to the level of harmful misinformation. The commercial framing in structured data is a quality concern but not directly harmful.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but based on the content structure, these appear to be standard site navigation and footer elements including app download CTAs and cross-promotion to forhers.com, rather than third-party display advertising. The footer contains promotional content for the Hims app. • User Experience Impact: The app download CTA and forhers.com cross-promotion in the footer are standard commercial elements that do not appear to obstruct the main safety information content. The safety information appears to be the primary content without significant ad interference.

Recommendations

Critical Issues

• Possible factual error: 'Oral OZEMPIC inactive ingredients' listed — Ozempic is not available in oral form; this may confuse patients about their medication

• No named medical author or reviewer for YMYL prescription medication safety content — this is a significant E-E-A-T gap that undermines trust for health-critical information

Improvements

• Add named medical author(s) and reviewer(s) with credentials (MD, PharmD, etc.) to establish E-E-A-T for this YMYL health content

• Include a 'Last medically reviewed' date to demonstrate currency of safety information

• Correct or clarify the 'Oral OZEMPIC inactive ingredients' section — Ozempic is injectable; oral semaglutide is Rybelsus, not Ozempic

• Add a direct link to the full FDA prescribing information document

• Separate the commercial product offer schema ($199) from the safety information page, or remove it from this specific page's structured data

• Add contact information (phone number or secure messaging) for patients with safety questions

• Implement H2 heading structure to improve content navigation and accessibility

Strengths

• Accurate reproduction of FDA black box warning and prescribing information for Ozempic

• Published by LegitScript-certified, publicly regulated telehealth company

• Includes FDA adverse event reporting contact (1-800-FDA-1088 and medwatch URL)

• Comprehensive coverage of contraindications, warnings, side effects, drug interactions, and special populations

• Professional technical implementation with appropriate structured data

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Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:44

Scores at a Glance

58	PQ Score	63	E-E-A-T Overall	55	Experience	70	Expertise
65	Authoritativeness	68	Trust	72	Content Effort	60	Originality
70	Skill	78	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an Important Safety Information document for patients prescribed Hims' Rx Hair Loss Serum (Topical Finasteride 0.3% + Minoxidil 6%). It informs patients about contraindications, side effects, drug interactions, usage instructions, storage, and regulatory status of the compounded medication. • Rating Justification: This is a pharmaceutical Important Safety Information (ISI) page for a compounded prescription medication. The content is comprehensive, medically accurate, and appropriately transparent about regulatory status. However, it lacks named authorship, has no direct contact information on the page, and the presence of Product schema with pricing on a safety information page raises minor concerns about the blending of commercial and safety purposes. The page is marked noindex/nofollow, suggesting it is intended as a reference document for existing patients rather than a general-audience page. For its intended purpose as a patient safety document, it performs adequately but falls short of high quality due to missing E-E-A-T signals like author credentials.

E-E-A-T

Overall	63
Experience	55
Expertise	70
Authoritativeness	65
Trust	68

E-E-A-T Analysis

Key Strengths: Transparent disclosure that the medication is NOT FDA approved and explains what that means, Comprehensive contraindications, side effects, and drug interaction warnings, References FDA adverse event reporting channel, LegitScript pharmacy verification badge present, Complete inactive ingredient list provided, Pet toxicity warning included (minoxidil toxic to cats/dogs) • Key Weaknesses: No named medical author or reviewer credited on the page, No About page linked from this specific page context, No direct contact information visible on the page itself, Structured data uses Product schema with pricing, which is unusual for a safety information page and may conflate commercial and safety purposes • Trust Evidence: The page includes a LegitScript pharmacy badge, links to terms and conditions, privacy policy, telehealth consent, and consumer health data privacy policy. The meta robots tag is 'noindex, nofollow', indicating this is an internal patient-facing document not intended for general search indexing. The content is transparent about the non-FDA-approved status of the compounded medication, which is a significant trust signal. • Expertise Evidence: The content demonstrates pharmaceutical and medical expertise: correct use of clinical terminology (androgenetic alopecia, 5-alpha reductase inhibitors, systemic adverse events), accurate disclosure of FDA regulatory status for compounded drugs, complete inactive ingredient listing, and medically appropriate contraindications and side effect profiles. The content aligns with standard pharmaceutical patient information leaflet (PIL) format. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses compounded medications. The content reflects operational experience with the product (specific formulation percentages, inactive ingredients list, storage conditions), suggesting the company has direct experience with the medication. However, no individual patient or clinician experience is shared. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, which is a recognized pharmacy verification program. The page references FDA reporting mechanisms (1-800-FDA-1088) and FDA.gov, lending regulatory credibility. However, no named medical authors or reviewers are credited on this specific page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information for a prescription compounded medication containing finasteride and minoxidil. It covers contraindications, drug interactions, side effects (including serious ones like chest pain, sexual dysfunction, depression), and usage instructions. Incorrect or misleading information could directly harm users' health. • Potential Harm: Patients who misunderstand contraindications could use the medication unsafely (e.g., pregnant individuals exposed to finasteride risk fetal harm; patients on oral finasteride could experience overdose effects; patients with relevant allergies could have severe reactions). Serious systemic side effects including depression and sexual dysfunction are disclosed. • Standards Required: Highest E-E-A-T standards apply. Content must be medically accurate, authored or reviewed by qualified healthcare professionals, clearly disclose limitations, and provide pathways to professional medical advice. The page partially meets these standards but lacks named medical authorship.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all standard ISI sections, Clear and transparent disclosure of non-FDA-approved compounded medication status, Specific and actionable contraindications and warnings, Distinguishes between common local side effects and serious systemic side effects requiring immediate medical attention, Includes pet safety warning (minoxidil toxicity to cats/dogs) which is often overlooked, Provides FDA adverse event reporting contact information • Weaknesses: No named medical author or reviewer, No date of last review or update visible, Two H1 headings used (both 'Important Safety Information' and the product name), which is non-standard, The footer app download promotion feels out of place on a medical safety information page, No links to additional resources such as full prescribing information or clinical studies • Mc Description: The main content is a pharmaceutical Important Safety Information (ISI) document for Rx Hair Loss Serum (Topical Finasteride 0.3% + Minoxidil 6% Serum + Essential Oils). It covers patient eligibility, regulatory status, contraindications, drug interactions, side effects, usage instructions, storage, and general safety information.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy verification badge • NYSE-listed company (HIMS) • FDA reporting channel referenced • Terms and conditions, privacy policy, telehealth consent linked in footer

Trust Analysis

Transparency: The page is moderately transparent. It clearly discloses the compounded, non-FDA-approved nature of the medication and its implications. However, it lacks named authorship and review dates that would be expected on a high-quality medical safety document. • Trust Factors: LegitScript approved pharmacy badge visible in footer, Transparent disclosure of non-FDA-approved compounded medication status, References official FDA adverse event reporting mechanisms, Page is marked noindex/nofollow, indicating it is not being used for SEO manipulation, Hims is a publicly traded, regulated telehealth company, Comprehensive legal and privacy documentation linked in footer, Consumer Health Data Privacy Policy linked, indicating HIPAA/health data awareness • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on the page itself, No date of last medical review, Product schema with pricing embedded in a safety information page creates commercial/safety purpose ambiguity, No About page accessible from this page context

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_listing': 'NYSE: HIMS', 'regulatory_context': 'Telehealth platform prescribing compounded medications through licensed pharmacists', 'pharmacy_verification': 'LegitScript Approved'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly identifies itself as Important Safety Information for a specific compounded prescription medication. The non-FDA-approved status is prominently disclosed. The page is marked noindex/nofollow, suggesting it is not being used to manipulate search rankings. The content accurately represents the risks and limitations of the product.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It proactively warns about risks to vulnerable populations (pregnant individuals, children, pets), discloses the non-FDA-approved status of the medication, and provides comprehensive safety warnings. The content is designed to prevent harm rather than cause it.

Ads Analysis

Ad Placement: The page contains what appears to be tracking/analytics scripts (Google Tag Manager) and the footer contains an app download promotion. The structured data includes product pricing information. These are not traditional display ads but represent commercial elements on a medical safety information page. • User Experience Impact: The app download promotion in the footer is mildly inappropriate for a medical safety information page but does not obstruct the main safety content. The primary safety information is clearly presented without commercial interruption.

Recommendations

Critical Issues

• No named medical author or reviewer — critical gap for a YMYL health safety document

• No date of last medical review — patients cannot assess currency of safety information

Improvements

• Add named medical author(s) and reviewer(s) with credentials (e.g., 'Reviewed by [Name], MD, [Specialty]')

• Include a 'Last reviewed/updated' date to demonstrate currency of medical information

• Add direct contact information (phone number, email, or chat link) for patients with safety questions

• Remove or separate the Product schema with pricing from the safety information page, or use a more appropriate schema type (e.g., MedicalWebPage)

• Add links to full prescribing information or clinical references supporting the safety claims

• Consider adding an About section or link explaining Hims' medical review process

Strengths

• Transparent and prominent disclosure of non-FDA-approved compounded medication status

• Comprehensive coverage of contraindications, drug interactions, and side effect profiles

• Appropriate inclusion of serious side effects requiring immediate medical attention

• LegitScript pharmacy verification provides third-party credibility

• Pet safety warning (minoxidil toxicity) demonstrates thoroughness

• FDA adverse event reporting contact information provided

• Page correctly marked noindex/nofollow, not attempting to manipulate search rankings

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https://hims.com/important-safety/rx-hair-loss-spray

58

Confidence: 0.82

Needs Work

Analysed: 18 Jun 2026 05:43

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	70	Content Effort	55	Originality
65	Skill	72	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an Important Safety Information (ISI) document for patients prescribed the Rx Hair Loss Spray (Topical Finasteride 0.3% + Minoxidil 6%). It fulfills a regulatory and patient safety function by disclosing contraindications, side effects, usage instructions, storage, and warnings. • Rating Justification: This is a patient safety information page for a compounded prescription medication from a legitimate telehealth company. The content is comprehensive, medically appropriate, and transparent about the product's non-FDA-approved status. However, it lacks named authorship, medical reviewer credentials, and clinical citations. The page is intentionally marked noindex/nofollow, suggesting it serves a regulatory/compliance function rather than a public-facing informational role. For YMYL health content, the absence of named medical expertise lowers the rating from high to medium.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Explicit disclosure that the product is not FDA-approved and is compounded, Comprehensive contraindication and side effect information, FDA adverse event reporting information provided, LegitScript pharmacy approval badge in footer, Transparent about systemic absorption risks and FDA adverse event reports • Key Weaknesses: No named author, pharmacist, or medical reviewer credited, No contact information on the page itself, No citations to clinical studies supporting safety claims, Page is marked noindex/nofollow suggesting it is not intended for public search discovery, No about page linked from this specific page • Trust Evidence: The page includes a LegitScript badge, links to terms & conditions, privacy policy, telehealth consent, and consumer health data privacy policy. It explicitly discloses that the product is NOT FDA-approved and is a compounded medication, which is a significant transparency positive. The FDA adverse event reporting number (1-800-FDA-1088) is provided. However, there is no named author, no contact info on the page itself, and the page is marked noindex/nofollow. • Expertise Evidence: The content demonstrates pharmaceutical and medical knowledge: correct drug class identification (5-alpha reductase inhibitors), contraindication lists, side effect profiles, storage requirements, and FDA reporting instructions. The language is consistent with a patient information leaflet authored by licensed pharmacists or medical writers. However, no named medical professional is credited. • Experience Evidence: The page is published by Hims, a telehealth company with real-world experience dispensing compounded medications. However, no individual author or pharmacist is credited. The content reflects operational knowledge of the product (compounded finasteride + minoxidil spray) but lacks first-person patient or clinician experience narratives. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, indicating pharmacy legitimacy. The domain hims.com is an established, recognized telehealth brand. The content mirrors standard FDA-style patient information inserts, lending authority. However, the page itself lacks citations to clinical studies or named medical reviewers.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information for a prescription compounded medication containing finasteride and minoxidil. It covers contraindications, side effects (including sexual dysfunction, depression, cardiac symptoms), drug interactions, and handling warnings for pregnant individuals. Incorrect or misleading information could directly harm users. • Potential Harm: Patients who misunderstand contraindications or side effects could experience serious adverse events including fetal harm (finasteride teratogenicity), cardiovascular events, sexual dysfunction, or depression. Pets could be harmed by minoxidil exposure. Pregnant individuals could be harmed by contact with the medication. • Standards Required: Highest standards of medical accuracy, named medical authorship or review, clear sourcing, and transparent disclosure of risks. The page partially meets these standards through comprehensive disclosure but falls short on named expertise.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all standard patient safety information categories, Clear, accessible language appropriate for lay patients, Explicit and prominent disclosure of non-FDA-approved compounded status, Includes FDA adverse event reporting contact information, Addresses vulnerable populations (pregnant, breastfeeding, children, pets) specifically, Organized into logical, scannable sections • Weaknesses: No named medical author or reviewer, No date of last review or update, No links to supporting clinical evidence, Structured data (Product schema) on a safety information page is somewhat incongruous and may create confusion about the page's primary purpose, Footer app download promotion feels out of place on a medical safety information page • Mc Description: The main content is a patient safety information document (ISI) for a compounded topical finasteride 0.3% + minoxidil 6% spray. It covers: product description and compounded status disclosure, contraindications, pre-use consultation requirements, who should not use the product, side effects (common and serious), usage instructions, storage requirements, and general safety information including pet toxicity warnings.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy approval badge • NYSE-listed public company (Hims & Hers Health, Inc.) • Established telehealth brand with significant market presence • Links to terms & conditions, privacy policy, telehealth consent

Trust Analysis

Transparency: Moderate-to-high transparency regarding product limitations (compounded, not FDA-approved, systemic risks). Low transparency regarding content authorship and review process. • Trust Factors: LegitScript approved pharmacy badge visible in footer, Explicit disclosure of compounded/non-FDA-approved status, FDA adverse event reporting number provided, Publicly traded company with regulatory oversight, Comprehensive legal footer with privacy policy, telehealth consent, consumer health data privacy policy, Product only available via prescription after online consultation, Transparent about systemic absorption risks and FDA adverse event reports for this product class • Distrust Factors: No named medical author or pharmacist credited on the page, No direct contact information on the page itself, No date of content creation or last review, Page marked noindex/nofollow suggesting it may not be intended for general public access, No clinical citations or references, Product schema structured data on a safety page may confuse purpose

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'named_authors': 'None identified on page', 'stock_listing': 'NYSE: HIMS', 'pharmacy_certification': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a patient safety information document. It does not make false claims, hide important information, or use deceptive design patterns. The explicit disclosure of the product's non-FDA-approved compounded status is notably transparent. The footer app download promotion is a minor commercial element but does not obstruct the main safety content.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is a safety information document that explicitly warns about risks, contraindications, and adverse effects. The transparent disclosure of the product's non-FDA-approved compounded status is a positive safety measure. No misleading claims about efficacy or safety are made.

Ads Analysis

Ad Placement: The page contains a footer section promoting the Hims mobile app with download CTAs. This is a first-party promotional element rather than third-party advertising. It appears below the main safety content and does not interfere with the primary patient information. • User Experience Impact: Minimal negative impact. The app promotion is confined to the footer and does not interrupt or obscure the safety information. However, its presence on a medical safety information page is slightly incongruous and could be seen as inappropriate for the context.

Recommendations

Critical Issues

• No named medical author or pharmacist reviewer credited — critical gap for YMYL health content

• No date of last review — patients cannot assess whether safety information is current

Improvements

• Add named medical author(s) or pharmacist reviewer(s) with credentials to the page

• Include a 'Last reviewed' or 'Last updated' date for the safety information

• Add clinical citations or references to support safety and efficacy statements

• Include direct contact information (phone number or support link) for patients with questions about the medication

- Specify the name and credentials of the compounding pharmacy that prepares the product
- Consider whether Product schema structured data is appropriate for a safety information page vs. the product listing page
- Add a clear link to the prescribing provider's contact information for medical questions

Strengths

- Explicit and prominent disclosure that the product is a compounded medication not approved by the FDA
- Comprehensive coverage of contraindications, drug interactions, side effects, and vulnerable population warnings
- FDA adverse event reporting contact information (1-800-FDA-1088) provided
- LegitScript pharmacy approval demonstrates legitimate pharmacy operations
- Transparent disclosure of systemic absorption risks and FDA adverse event reports for this product class
- Clear, accessible language appropriate for patient audience

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Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:44

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	60	Content Effort	55	Originality
62	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an important safety information document for patients prescribed the Rx Hair Loss Spray + Ketoconazole + Biotin compounded medication, covering contraindications, side effects, usage instructions, storage, and general safety warnings. • Rating Justification: This is a patient medication information/safety page for a compounded prescription hair loss spray from a legitimate telehealth company. The content is functionally adequate and covers the necessary safety information (contraindications, side effects, usage instructions, storage). However, it lacks named authorship, publication/review dates, and clinical references. The page is marked noindex/nofollow, suggesting it is an internal patient resource rather than a public-facing informational page. For its intended purpose as a patient safety document, it is medium quality — it fulfills the basic informational need but falls short of the highest standards expected for YMYL health content.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Transparent disclosure that the medication is a compounded product and not FDA-approved, Comprehensive side effect listing including serious adverse events requiring immediate medical attention, References FDA MedWatch for adverse event reporting with phone number and URL, Published by LegitScript-approved telehealth company, Appropriate contraindication warnings for vulnerable populations (pregnant individuals, children, pets) • Key Weaknesses: No named medical author, pharmacist, or clinical reviewer credited, No direct contact information on the page itself, No date of publication or last review date, No citations to clinical studies or references supporting safety claims, No About page link directly accessible from this page • Trust Evidence: The page carries a 'noindex, nofollow' robots meta tag, indicating it is not intended for public search discovery — it is a patient-facing safety document for existing customers. It transparently discloses the medication is not FDA-approved, lists serious side effects, and provides FDA reporting contact. LegitScript badge is present. No contact info is directly on this page, and no named author is present. • Expertise Evidence: The content demonstrates pharmaceutical and medical knowledge: it correctly identifies the medication as a compounded product not FDA-approved, lists contraindications (5-alpha reductase inhibitors, liver disease, estrogen-sensitive cancers), describes systemic absorption risks of topical finasteride, and references FDA MedWatch reporting. However, no named medical author, pharmacist, or clinical reviewer is identified. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses compounded medications. The content reflects operational experience with the product (specific formulation details, dosing instructions, storage requirements), but there is no individual practitioner or pharmacist credited with authoring or reviewing the safety information. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with LegitScript approval visible in the footer, which is a recognized pharmacy legitimacy certification. The domain hims.com is an established brand in men's telehealth. The page references FDA guidance accurately and directs users to FDA MedWatch.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription compounded medication containing finasteride, minoxidil, ketoconazole, and biotin. It covers contraindications, drug interactions, side effects (including serious ones like chest pain, sexual dysfunction, depression symptoms), and usage instructions. Incorrect understanding or application of this information could directly harm a patient's health. • Potential Harm: Patients who misunderstand contraindications (e.g., concurrent use with oral finasteride, use during pregnancy) or fail to recognize serious side effects could suffer significant health consequences. The medication contains finasteride, which carries known risks including sexual dysfunction and potential fetal harm. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified medical professionals, up-to-date clinical information, transparent disclosure of risks, and easy access to healthcare provider guidance are required for this type of YMYL health content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear organization with distinct sections covering all key safety topics, Explicit disclosure that the product is not FDA-approved with explanation of what this means, Comprehensive contraindication list including drug interactions, medical history factors, and population restrictions, Differentiation between common local side effects and serious systemic side effects requiring immediate medical attention, Practical usage guidance including what to do if medication contacts the face, Inclusion of pet safety warning (minoxidil toxicity to cats and dogs) • Weaknesses: No named medical author or reviewer, No publication or last-reviewed date, No H2 subheadings in the structured data (though content appears to have logical sections), No links to supporting clinical information or FDA resources beyond the MedWatch URL, Footer app download promotion feels out of place on a medical safety document • Mc Description: The main content is a patient safety information document for a compounded topical hair loss spray containing finasteride 0.3%, minoxidil 7%, ketoconazole 2.2%, and biotin 0.2%. It covers intended patient population, pre-use consultation requirements, contraindications, side effects (common and serious), usage instructions, storage requirements, and general safety information including pet safety warnings.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy approval badge visible in footer • Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant market presence

Trust Analysis

Transparency: The page is moderately transparent. It clearly identifies the product as a compounded medication not approved by the FDA and explains the implications. However, it lacks named authorship, review dates, and direct contact information, which are important trust signals for YMYL health content. • Trust Factors: Published by Hims & Hers Health, Inc., a publicly traded, regulated telehealth company, LegitScript approval badge present in footer, indicating pharmacy legitimacy verification, Page is marked noindex/nofollow, consistent with an internal patient resource not intended for public search, Transparent disclosure of non-FDA-approval status of compounded medication, References FDA MedWatch for adverse event reporting, Directs patients to consult healthcare providers for medical advice, Privacy policy, terms and conditions, and telehealth consent links present in footer • Distrust Factors: No named medical author, pharmacist, or clinical reviewer on the page, No direct contact information on the page itself, No publication or last-reviewed date, No About page link directly accessible from this page, Ads flagged as present (though likely site navigation/promotional elements rather than third-party ads)

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'pharmacy_network': 'Licensed pharmacists compound the medication per the page content', 'telehealth_platform': True, 'legitscript_approved': True}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly states the medication is a compounded product not approved by the FDA, lists known risks and contraindications, and directs patients to consult healthcare providers. The purpose of the page (patient safety information) is clearly communicated.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is a patient safety information document that transparently discloses risks, contraindications, and side effects. It explicitly warns vulnerable populations (pregnant individuals, children, those with certain medical histories) not to use the medication. The content is designed to protect patient safety rather than cause harm.

Ads Analysis

Ad Placement: The 'ads' flag likely refers to the app download promotion in the footer ('Download the free Hims app') and the 'visit forhers.com' cross-promotional link, which are site-owned promotional elements rather than third-party advertisements. These appear in the footer and do not obstruct the main safety content. • User Experience Impact: Minimal negative impact. The promotional footer elements are standard for the Hims website and do not interfere with the primary patient safety information content. However, their presence on a medical safety document is slightly incongruous.

Recommendations

Critical Issues

• No named medical author or clinical reviewer — critical gap for YMYL health content even if the page is noindexed

• No publication or last-reviewed date — patients cannot assess whether safety information is current

Improvements

• Add named medical author(s) and/or clinical reviewer(s) with credentials (e.g., 'Reviewed by [Name], MD, [Specialty]')

• Include a publication date and last-reviewed date to demonstrate currency of safety information

- Add direct contact information (phone number, email, or chat link) for patients with questions about the medication
- Consider adding links to relevant clinical studies or FDA guidance documents on topical finasteride safety
- Add a clear 'About this document' section explaining who created the safety information and the review process

Strengths

- Transparent and accurate disclosure that the medication is a compounded product not FDA-approved
- Comprehensive coverage of contraindications, drug interactions, and both common and serious side effects
- Published by a LegitScript-approved, publicly traded telehealth company with established reputation
- Correctly directs patients to FDA MedWatch for adverse event reporting
- Includes practical safety guidance for vulnerable populations (pregnant individuals, children, pets)

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Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:44

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	65	Content Effort	50	Originality
60	Skill	75	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page provides mandatory Important Safety Information (ISI) for sertraline (generic Zoloft) to patients of the Hims telehealth platform, covering contraindications, side effects, drug interactions, warnings, and disposal instructions. • Rating Justification: The page serves a legitimate and important purpose — providing important safety information (ISI) for sertraline to existing Hims patients. The content is medically accurate and comprehensive for its intended use. However, the lack of named authorship, no review date, no direct contact info, and the presence of ads on a YMYL health safety page reduce the quality rating. The noindex tag confirms this is a utility/compliance page rather than a general-audience health resource. For its intended purpose (patient ISI disclosure), it is adequate but not high quality by general SQRG standards.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Medically accurate content consistent with FDA prescribing information for sertraline, Includes critical black box warning for suicidality with crisis line (988), LegitScript pharmacy approval badge in footer, Hims is a known, regulated telehealth entity, Structured data (Product schema) present, Provides safe disposal instructions with DEA lookup reference • Key Weaknesses: No named medical author or reviewer identified, No date of publication or last review, No contact information on the page itself, No about page link directly accessible from this page, Page is marked noindex/nofollow suggesting it is not meant for general public discovery, Ads flagged on a YMYL medical safety page • Trust Evidence: The page has a noindex/nofollow meta tag indicating it is not intended for public search indexing — it appears to be a patient-facing safety information page for existing customers. LegitScript badge is present. However, no named author, no contact info on the page itself, no about page link, and no date of last review are present. The page also has ads flagged. • Expertise Evidence: The content covers medically accurate safety information including FDA black box warning for suicidality, contraindications (MAOIs, pimozide), drug interactions, side effects, withdrawal symptoms, and disposal instructions. The information aligns with standard prescribing information. However, no named medical author or reviewer is identified on the page. • Experience Evidence: The page is published by Hims, a legitimate telehealth company that prescribes sertraline to patients. The content reflects operational experience as a prescriber/dispenser of the medication, but no individual patient or clinician experience is shared. No first-person accounts or case studies are present. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, indicating pharmacy legitimacy. The site has established brand recognition in the telehealth space. The page references DEA disposal resources and uses standard FDA-required language for antidepressants.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides prescription medication safety information for sertraline, an SSRI antidepressant used to treat major depressive disorder, PTSD, panic disorder, and other serious mental health conditions. It includes a black box warning about suicidality. Incorrect, incomplete, or misunderstood information could directly harm users. • Potential Harm: Patients who misread or misunderstand the safety information could take the medication incorrectly, miss dangerous drug interactions (e.g., MAOIs causing serotonin syndrome), fail to recognize serious side effects, or abruptly discontinue the medication causing withdrawal. The suicidality warning is particularly high-stakes. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified healthcare professionals, current review dates, and transparent sourcing are required for YMYL health/safety content of this nature.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all standard ISI sections for an SSRI, Black box warning is clearly presented with crisis line number (988), Specific drug interaction examples are named (MAOIs, triptans, tramadol, warfarin, etc.), Practical guidance on missed doses, withdrawal, and disposal, Appropriate tone for patient-facing safety document • Weaknesses: No named medical author or reviewer, No publication or last-reviewed date, No H2 subheadings to aid navigation of the safety sections, Footer app download promotion feels out of place on a medical safety page, No link to full prescribing information or FDA medication guide • Mc Description: The main content is an Important Safety Information (ISI) document for sertraline covering: indications, black box suicidality warning, contraindications, serious side effects, precautions, drug interactions, common side effects, dosing guidance, withdrawal symptoms, therapeutic timeline, behavioral monitoring guidance, and medication disposal instructions.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy approval badge • Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Telehealth Consent & Open Payments disclosure in footer • Consumer Health Data Privacy Policy present

Trust Analysis

Transparency: Moderate transparency. The page clearly identifies Hims as the publisher and includes regulatory compliance elements (LegitScript, telehealth consent). However, the absence of named medical authorship, review dates, and direct contact information on a YMYL health page reduces transparency below what Google's guidelines would consider ideal for this content type. • Trust Factors: LegitScript approved pharmacy badge visible in footer, Hims is a regulated, publicly traded telehealth company, Content aligns with FDA-required prescribing information standards, Crisis line (988) prominently included in suicidality warning, DEA disposal lookup referenced for medication disposal, Privacy policy, terms, and telehealth consent links present in footer, noindex/nofollow tag suggests this is a controlled patient-facing page, not SEO-driven content • Distrust Factors: No named medical author or reviewer on the page, No date of publication or last medical review, No direct contact information on the page, Ads flagged on a YMYL medical safety page, No link to full FDA prescribing information or medication guide, Product schema with pricing ($49) on a safety information page creates commercial framing

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'medical_team': 'Not individually identified on this page', 'stock_listing': 'NYSE: HIMS', 'regulatory_status': 'LegitScript approved pharmacy'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Content is largely derived from standard FDA prescribing information template (not original, but this is a regulatory requirement, not spam)

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a patient safety information document. The title accurately describes the content. The noindex tag prevents it from appearing in search results, suggesting it is not being used to deceive search engines. The Product schema with pricing could be seen as commercially motivated framing, but it does not obstruct or misrepresent the safety information.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It provides standard, medically accurate safety information. The suicidality warning is appropriately included with crisis resources. No misleading claims are made about the medication's efficacy or safety profile.

Ads Analysis

Ad Placement: Ads are flagged as present on the page. The footer contains promotional content for the Hims app download and cross-promotion to forhers.com, which function as internal marketing rather than third-party ads. The Product schema with $49 pricing embeds commercial information into what is presented as a safety information page. • User Experience Impact: The app download promotion in the footer is mildly inappropriate for a medical safety information page but does not obstruct the main safety content. The commercial framing (Product schema, pricing) is a minor concern on a YMYL health safety page where user trust should be paramount.

Recommendations

Critical Issues

• No named medical author or reviewer on a YMYL prescription medication safety page — this is the most significant E-E-A-T deficiency

• No date of last medical review makes it impossible to verify the information is current, which is critical for prescription drug safety information

Improvements

• Add named medical author(s) and reviewer(s) with credentials (MD, PharmD, etc.) to establish expertise and accountability

• Include a publication date and last medical review date to demonstrate currency

• Add direct contact information or a clear link to patient support on the page itself

• Remove or relocate commercial elements (app download, Product schema pricing) from the safety information page to avoid conflating commercial and medical content

• Add a link to the full FDA prescribing information or medication guide for patients who need more detailed information

• Consider adding H2 subheadings to improve navigation of the safety sections

• Add a clear disclaimer that this ISI does not replace consultation with a healthcare provider

Strengths

• Medically accurate content consistent with FDA prescribing information standards for sertraline

• Prominent black box suicidality warning with crisis line (988) clearly included

• Published by a LegitScript-approved, publicly traded telehealth company with established regulatory compliance

• Comprehensive coverage of contraindications, drug interactions, side effects, withdrawal, and disposal

• noindex/nofollow tag appropriately prevents this patient-only document from appearing in general search results

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https://hims.com/important-safety/sex-climax-control

52

Confidence: 0.78

Needs Work

Analysed: 18 Jun 2026 05:48

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	70	Content Effort	50	Originality
65	Skill	68	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an important safety information disclosure for patients prescribed Sex Rx + Climax Control (Tadalafil + Fluoxetine compounded medication), covering side effects, contraindications, drug interactions, warnings, and emergency guidance. • Rating Justification: This is a product important safety information page for a compounded prescription medication (Tadalafil + Fluoxetine) sold by Hims. The content is comprehensive and medically detailed, fulfilling its stated purpose of informing patients about safety. However, the lack of named authorship, no contact info on the page, the noindex/nofollow directive, and the inherent complexity of a compounded unapproved drug product prevent a higher rating. The page meets its functional purpose but falls short of the highest YMYL standards due to missing E-E-A-T signals.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Comprehensive safety disclosures including FDA compounding disclaimer, Black box warning for suicidality prominently included, Detailed drug interaction and contraindication lists, LegitScript certification present in footer, Hims is a publicly traded, established telehealth company • Key Weaknesses: No named medical author or reviewer credited on the page, No contact information visible on the page itself, No about page link on this specific page, Page is marked noindex/nofollow, limiting external verification, Compounded medication with no FDA approval raises inherent trust concerns • Trust Evidence: The page explicitly discloses that the product is a compounded medication not FDA-approved, includes a black box warning about suicidality, lists extensive contraindications and drug interactions, and provides emergency guidance. LegitScript approval badge is present. However, no named author, no contact info on the page, and no about page link are present. • Expertise Evidence: The page contains detailed pharmaceutical safety information including drug interactions, contraindications, side effect profiles, and black box warnings (suicidality with fluoxetine) consistent with professional medical/pharmaceutical knowledge. The content mirrors FDA-style prescribing information. However, no named medical author or pharmacist is credited. • Experience Evidence: The page is a product safety/prescribing information page from Hims, a telehealth company. There is no personal patient experience shared. The content is institutional rather than experiential. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer. The domain hims.com is an established telehealth brand. The page is tagged noindex/nofollow, suggesting it is an internal safety reference page rather than a public-facing marketing page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription compounded medication containing Tadalafil and Fluoxetine. It includes black box warnings about suicidality, drug interactions with serious cardiac and serotonergic risks, and emergency medical guidance. This directly impacts patient health decisions and safety. • Potential Harm: Incorrect, incomplete, or misunderstood safety information could lead patients to take contraindicated medications, miss dangerous drug interactions, fail to recognize emergency symptoms, or discontinue medication improperly causing withdrawal. The suicidality warning is particularly high-stakes. • Standards Required: Highest E-E-A-T standards required: named medical authorship, clear credentials, institutional accountability, accurate and complete safety information consistent with FDA prescribing guidelines, and accessible contact/support information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of safety information for both active ingredients, Clear black box warning for suicidality prominently featured, Detailed contraindication list including specific drug names and brand names, Emergency guidance section clearly delineated, Explicit disclosure that the product is compounded and not FDA-approved • Weaknesses: Contains a factual error referencing 'bupropion' instead of 'fluoxetine' in one warning, No date of last medical review, No named medical author or reviewer, No dosing information included, Structured data shows product price ($39) suggesting commercial context that may conflict with purely informational safety purpose • Mc Description: The main content is a patient-facing important safety information document for a compounded prescription medication combining Tadalafil (generic Cialis) and Fluoxetine (generic Prozac) for sexual dysfunction treatment. It covers common side effects, contraindications, drug interactions, warnings, emergency guidance, and special considerations.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing public financial accountability'} • {'source': 'LegitScript certification badge present in footer, indicating pharmacy compliance verification'} • {'source': 'Established telehealth brand with significant media coverage and consumer recognition'} • {'source': 'Footer links to telehealth consent, privacy policy, and consumer health data privacy policy indicating regulatory awareness'}

Trust Analysis

Transparency: Moderate transparency: the page clearly discloses the compounded/non-FDA-approved status of the medication and includes comprehensive safety warnings. However, the absence of named medical authorship, no review date, and a factual error reduce overall transparency and accountability. • Trust Factors: Publicly traded company with regulatory oversight, LegitScript pharmacy certification, Explicit FDA compounding disclaimer showing transparency about product status, Comprehensive safety disclosures consistent with responsible pharmaceutical practice, Links to terms, privacy policy, and telehealth consent in footer • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on the safety page itself, Page marked noindex/nofollow suggesting it may not be intended for public discovery, Factual error in safety text (bupropion vs fluoxetine) undermines accuracy trust, Compounded medication not FDA-approved raises inherent safety concerns, No date of last medical review

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'services': 'Telehealth platform providing prescription medications and health services', 'certification': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforwardly a safety information page. It clearly discloses the compounded/non-FDA-approved nature of the product. The structured data shows a product price which indicates commercial context, but this is not hidden. The factual error (bupropion vs fluoxetine) appears to be a copy-paste mistake rather than intentional deception.

Harm Analysis

Severity: low • Harm Details: The page contains a factual error (references 'bupropion' when the medication contains 'fluoxetine') which could theoretically cause confusion, but the overall safety information is comprehensive and appropriately cautionary. The page does not promote unsafe use and includes extensive warnings. The compounded medication itself carries inherent risks that are disclosed.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely in the form of navigation elements linking to other Hims products and services. The footer contains promotional content for the Hims app and cross-promotion to forhers.com. These are standard site navigation/promotional elements rather than third-party display advertising. • User Experience Impact: Minimal negative impact. The promotional elements are confined to navigation and footer areas and do not appear to obstruct the main safety information content.

Recommendations

Critical Issues

• Factual error in safety text: the warning about driving states 'until you know how bupropion affects you' but the medication contains fluoxetine, not bupropion - this is a potentially dangerous copy-paste error in a medical safety document

• No named medical author or reviewer for a YMYL health/safety page containing prescription medication safety information

Improvements

• Add named medical author(s) and reviewer(s) with credentials (e.g., MD, PharmD) to the page

• Fix the factual error: replace 'bupropion' with 'fluoxetine' in the driving/machinery warning section

- Add a 'last medically reviewed' date to establish currency of information
- Include direct contact information or a prominent link to patient support on the safety page
- Consider adding a link to the full prescribing information or FDA medication guide for the individual components
- Add dosing information or a clear reference to where patients can find it

Strengths

- Comprehensive and detailed safety information covering both active pharmaceutical ingredients
- Explicit and prominent disclosure that the product is compounded and not FDA-approved
- Black box warning for suicidality included as required for fluoxetine-containing products
- Detailed drug interaction list with specific drug names and brand names
- Clear emergency guidance section with actionable instructions
- LegitScript certification and publicly traded company status provide institutional credibility

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Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:48

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	70	Content Effort	50	Originality
65	Skill	68	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an important safety information disclosure for patients prescribed the Sex Rx + Vitality Pro (Tadalafil + Atorvastatin) compounded product, listing contraindications, drug interactions, side effects, and warnings. • Rating Justification: This is a regulatory/safety disclosure page for a compounded prescription medication sold by a legitimate telehealth company. The content is comprehensive and medically detailed, fulfilling its stated purpose of informing patients about safety information. However, the lack of author attribution, no direct contact info on the page, the noindex/nofollow directive, and the inherent complexity of a compounded non-FDA-approved drug product prevent a higher rating. The page serves a narrow, specific audience (existing Hims customers prescribed this product) and meets that purpose adequately but not exceptionally.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Transparent disclosure that the product is not FDA-approved, Comprehensive contraindication and drug interaction information, LegitScript certification visible in footer, FDA MedWatch reporting link provided, Publicly traded company with established reputation • Key Weaknesses: No named author or medical reviewer credited, No contact information on the page itself, No about page linked from this specific page, Page is marked noindex/nofollow suggesting it is not intended for general public discovery, Compounded medication not FDA-approved raises inherent trust concerns for YMYL content • Trust Evidence: The page explicitly discloses that the product is a compounded medication not FDA-approved, which is a significant transparency signal. It includes FDA MedWatch reporting information, LegitScript certification in the footer, links to terms, privacy policy, and telehealth consent. However, there is no named author, no physician reviewer identified, no contact information on the page itself, and the meta robots tag is 'noindex, nofollow', suggesting this is not intended for public search discovery. • Expertise Evidence: The content demonstrates pharmaceutical expertise through comprehensive drug interaction lists, contraindication details, and side-effect disclosures consistent with FDA-style prescribing information. The structured safety information mirrors standard medication guides. However, no specific medical professional is credited as the author or reviewer of this page. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (NYSE: HIMS) with real-world experience dispensing prescription medications. However, the safety information page itself has no named author, no physician attribution, and no patient experience narratives. The content reads as a regulatory/legal disclosure rather than experiential guidance. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth platform with LegitScript approval (visible in footer), regulatory compliance infrastructure, and broad media coverage. The domain hims.com is established and recognized in the telehealth space. The product page references FDA standards and directs users to report side effects via FDA MedWatch.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides detailed medical safety information about a prescription compounded medication combining tadalafil (PDE5 inhibitor) and atorvastatin (statin). It covers contraindications, drug interactions, serious side effects including priapism, sudden vision loss, muscle breakdown, liver problems, and cardiovascular risks. Incorrect understanding or application of this information could directly harm a user's health. • Potential Harm: A patient who misunderstands contraindications (e.g., taking with nitrates causing dangerous blood pressure drop), ignores serious side effect warnings (priapism, NAION, rhabdomyolysis), or fails to disclose drug interactions to their healthcare provider could suffer serious injury or death. • Standards Required: Highest EEAT standards required: content must be medically accurate, authored or reviewed by qualified healthcare professionals, clearly attributed, and from a trustworthy medical source. The compounded (non-FDA-approved) nature of the product adds additional scrutiny requirements.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of contraindications and drug interactions, Clear disclosure of non-FDA-approved compounded status, Includes emergency guidance (e.g., erection lasting 4+ hours, sudden vision loss), Provides FDA MedWatch reporting information, Organized structure with logical flow from general to specific safety concerns • Weaknesses: Contains an apparent error referencing 'Sildenafil + Tadalafil + Atorvastatin' in the muscle problems section, No date of last medical review, No named medical author or reviewer, No H2 headings to aid navigation of the lengthy content, No link to full prescribing information or patient medication guide PDF • Mc Description: The main content is a comprehensive medication safety information page for a compounded tadalafil + atorvastatin product. It covers: product identity and FDA status disclosure, common side effects, contraindications (who should not take it), pre-treatment disclosures to healthcare providers, drug interactions (extensive list), serious side effects with emergency guidance, and FDA adverse event reporting information.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS), providing financial transparency and regulatory oversight'} • {'source': 'LegitScript certification displayed in footer, indicating pharmacy compliance verification'} • {'source': 'FDA MedWatch reporting link included, demonstrating regulatory compliance awareness'} • {'source': 'Telehealth Consent & Open Payments disclosure linked in footer, indicating CMS compliance'} • {'source': 'Established brand with significant media coverage and consumer recognition in telehealth space'}

Trust Analysis

Transparency: Moderate transparency. The company clearly discloses the non-FDA-approved compounded status of the product, which is a significant positive. However, the lack of named medical authorship on a YMYL health page is a notable gap. The page appears to be a patient-facing safety disclosure for existing customers rather than a publicly marketed page (noindex/nofollow). • Trust Factors: Publicly traded company with SEC reporting obligations, LegitScript pharmacy certification, Transparent disclosure of non-FDA-approved compounded status, Comprehensive safety information consistent with regulatory standards, Links to privacy policy, terms, and telehealth consent, FDA adverse event reporting information provided • Distrust Factors: No named medical author or reviewer on this YMYL health page, No direct contact information on the page, Page marked noindex/nofollow suggesting it may not be intended for general public scrutiny, Compounded medication not FDA-approved raises inherent safety questions, No date of last medical review provided, Minor factual error (sildenafil reference) in safety content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose and content. The non-FDA-approved status of the compounded product is clearly disclosed multiple times. The safety information is presented without apparent attempts to minimize risks. The product description in structured data accurately describes the product. No deceptive design patterns are evident.

Harm Analysis

Severity: none • Harm Details: The page is designed to prevent harm by informing patients of safety risks. The content itself is not harmful. The one factual error (referencing sildenafil in a tadalafil+atorvastatin product) is a minor copy-paste issue that could cause minor confusion but is unlikely to cause direct harm. The transparent disclosure of non-FDA-approved status is a positive safety measure.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but based on the content structure, these appear to be standard site navigation and footer promotional elements (app download CTAs, cross-promotion to forhers.com) rather than third-party display advertising. These are typical e-commerce/telehealth site elements. • User Experience Impact: Minimal negative impact. The promotional elements (app download, sister site promotion) are confined to the footer and do not appear to obstruct the main safety information content.

Recommendations

Critical Issues

• Factual error: muscle problems section references 'Sildenafil + Tadalafil + Atorvastatin' when the product is Tadalafil + Atorvastatin only - this is a medical safety document and accuracy is critical

• No named medical author or reviewer on a YMYL prescription medication safety page - this is a significant gap for a page providing health information that could affect patient safety decisions

Improvements

• Add named medical author(s) and reviewer(s) with credentials (e.g., 'Reviewed by [Name], MD, [Specialty]') to meet YMYL authorship standards

• Include a 'Last medically reviewed' date to establish content currency

• Correct the factual error referencing 'Sildenafil + Tadalafil + Atorvastatin' in the muscle problems section - this product does not contain sildenafil

• Add direct contact information (phone number, patient support email) on the page itself for patients with safety questions

• Add H2 headings to improve navigation of the lengthy safety content (e.g., 'Contraindications', 'Drug Interactions', 'Serious Side Effects')

• Consider linking to or providing the full compounding pharmacy information and pharmacist contact details

Strengths

• Transparent and repeated disclosure that the product is a compounded medication not FDA-approved

• Comprehensive drug interaction list covering dozens of specific medications with brand names

• Includes emergency guidance for serious adverse events (priapism, sudden vision loss, hearing loss)

• FDA MedWatch adverse event reporting information provided

• Published by a publicly traded, LegitScript-certified telehealth company with established reputation

184 https://hims.com/important-safety/sex-rx-multivitamin

58

Confidence: 0.85

Needs Work

Analysed: 18 Jun 2026 05:47

Scores at a Glance

58	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	68	Trust	70	Content Effort	60	Originality
68	Skill	72	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an Important Safety Information disclosure for patients prescribed Sex Rx + Multivitamin (a compounded tadalafil-containing product), providing contraindications, warnings, drug interactions, and side effect information required for informed patient consent and safety. • Rating Justification: This is a functional Important Safety Information (ISI) page for a compounded prescription medication containing tadalafil. It serves a legitimate and necessary regulatory/patient safety purpose. The content is comprehensive and medically appropriate, covering contraindications, drug interactions, serious adverse events, and dosing guidance. However, it lacks named authorship, review dates, and external references. The page is marked noindex/nofollow, indicating it is a utility page for existing patients rather than a public-facing informational resource. For its intended purpose as a patient safety disclosure document, it performs adequately but falls short of high quality due to missing transparency elements expected for YMYL health content.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Transparent disclosure that the product is not FDA-approved and FDA does not verify safety/effectiveness of compounded drugs, Comprehensive contraindication and drug interaction information consistent with professional prescribing standards, LegitScript approval badge indicating pharmacy legitimacy verification, Published by a publicly traded, regulated telehealth company with established reputation, Structured data (Product schema) accurately reflects product details, Includes serious adverse event warnings (priapism, NAION, sudden hearing loss) with appropriate urgency • Key Weaknesses: No named author, clinician, or pharmacist credited for the safety information, No date of last review or update visible, No links to external clinical references or FDA guidance documents, Contact information not prominently displayed on this specific page, About page information not directly accessible from this page • Trust Evidence: The page carries a noindex/nofollow meta tag, indicating it is not intended for public search discovery but rather for existing patients. It includes LegitScript certification, links to terms, privacy policy, telehealth consent, and consumer health data privacy policy. The content is transparent about the compounded (non-FDA-approved) nature of the product. No individual author is credited, which reduces personal accountability signals. • Expertise Evidence: The safety information content demonstrates pharmaceutical and medical expertise: detailed contraindication lists, drug interaction warnings (nitrates, alpha-blockers, HIV medications, antifungals), serious adverse event descriptions (priapism, NAION, sudden hearing loss), and specific zinc dosage guidance. The content mirrors FDA-style prescribing information, suggesting it was written or reviewed by medical/pharmacy professionals. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (NYSE: HIMS) with real-world experience operating a licensed telehealth platform. The content reflects operational experience with compounded medications and patient safety disclosures. However, no individual clinician or pharmacist author is identified on this specific page. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth company with LegitScript approval (visible in footer), regulatory compliance infrastructure, and a recognized brand in men's health. The domain hims.com is authoritative in the telehealth space. The page explicitly acknowledges FDA non-approval of compounded drugs, which is a regulatory transparency signal.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription medication containing tadalafil (a PDE5 inhibitor) combined with vitamins and minerals. It covers contraindications, serious adverse events (priapism, vision loss, hearing loss, cardiovascular events), drug interactions with multiple medication classes, and dosing guidance. This is unambiguously YMYL health content where incorrect or incomplete information could directly harm patients. • Potential Harm: Patients who misunderstand contraindications (e.g., nitrate interactions causing severe hypotension) or ignore serious adverse event warnings could experience life-threatening outcomes. The compounded nature of the product (not FDA-approved) adds additional risk as safety and efficacy are not independently verified by regulators. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified healthcare professionals, current review dates, transparent disclosure of limitations, and easy access to emergency guidance. The page partially meets these standards but lacks named medical authorship and review dating.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of contraindications including nitrates, guanylate cyclase stimulators, and poppers, Detailed serious adverse event descriptions with actionable guidance (seek immediate help for priapism >4 hours), Extensive drug interaction list with both generic and brand names for multiple drug classes, Transparent FDA non-approval disclosure repeated multiple times, Specific zinc dosage information with practical dietary guidance, Clear statement that product does not protect against STIs including HIV • Weaknesses: Tadalafil dose in the product is not disclosed on this page, No named medical reviewer or author, No last-reviewed date, No links to emergency resources or poison control, The 'Important safety information' link mentioned at the top appears to be self-referential rather than linking to additional resources • Mc Description: The main content is an Important Safety Information document for Sex Rx + Multivitamin, a compounded prescription product containing tadalafil and multiple vitamins/minerals. It covers: product description and FDA non-approval disclosure, absolute contraindications, serious adverse events, pre-existing condition disclosures, drug interactions, zinc-specific guidance, and common side effects. The content is organized in a logical clinical format.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS) • LegitScript approved pharmacy certification visible in footer • Established telehealth brand with significant media coverage • Regulated telehealth platform subject to state medical board oversight

Trust Analysis

Transparency: The page is moderately transparent. It clearly discloses the non-FDA-approved compounded nature of the product multiple times, which is a significant positive transparency signal. However, it lacks named authorship, review dates, and the specific tadalafil dose, which are important transparency elements for a YMYL health page. • Trust Factors: Published by publicly traded, regulated telehealth company (Hims & Hers Health, Inc.), LegitScript pharmacy certification displayed, Transparent disclosure of compounded drug non-FDA-approval status, Comprehensive legal/compliance footer with terms, privacy policy, telehealth consent, Consumer Health Data Privacy Policy link present, Structured data accurately represents product, noindex/nofollow meta tag suggests page is for existing patients, not SEO manipulation, Content consistent with standard pharmaceutical safety disclosure practices • Distrust Factors: No named author or medical reviewer identified, No last-reviewed or publication date, No direct contact information on this specific page, No links to external clinical references or FDA guidance, Tadalafil dose not disclosed despite being a critical safety parameter, Page appears to be a utility/compliance page rather than a fully developed patient resource

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript Approved', 'platform_type': 'Licensed telehealth platform', 'regulatory_status': 'Subject to state medical board and pharmacy regulations'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly states the product is not FDA-approved, provides comprehensive safety warnings, and does not make unsupported efficacy claims in the safety information section. The structured data description ('Power up with tadalafil for stronger erections') is marketing language but appears in schema markup rather than the main safety content. The safety content itself is straightforward and accurate.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is a safety information document that explicitly warns patients about risks, contraindications, and when to seek emergency care. The repeated disclosure that the product is not FDA-approved and that FDA does not verify safety/effectiveness of compounded drugs is an important transparency measure that reduces potential harm. The content is designed to protect patients rather than harm them.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely through GTM (Google Tag Manager container GTM-KZL9BCQ is loaded). The footer contains promotional content for the Hims app and a cross-promotion for Hers (forhers.com). These are first-party promotional elements rather than third-party display advertising. • User Experience Impact: The first-party promotional elements (app download CTA, Hers cross-promotion) are in the footer and do not obstruct the main safety information content. The safety information appears to be the primary content without significant ad interference.

Recommendations

Critical Issues

• No named medical author or reviewer identified for YMYL health content - this is a significant gap for a prescription medication safety page

• Specific tadalafil dose not disclosed on the safety information page, which is essential for patients to understand dosing risks and interactions

Improvements

• Add named medical reviewer(s) with credentials (MD, PharmD) and date of last review to establish authorship accountability

• Disclose the specific tadalafil dose contained in the product, as this is critical safety information

• Add links to emergency resources (poison control: 1-800-222-1222, emergency services) for patients experiencing serious adverse events

• Include links to FDA guidance on compounded medications for patient education

• Add a direct contact method (phone number or secure message link) for patients with safety questions

• Consider adding a brief explanation of what 'compounded medication' means in plain language for patient comprehension

Strengths

• Repeated, prominent disclosure that the product is not FDA-approved and FDA does not verify safety/effectiveness of compounded drugs

• Comprehensive drug interaction list covering multiple clinically significant drug classes with both generic and brand names

• Serious adverse event descriptions include appropriate urgency cues and actionable guidance

• Published by a publicly traded, LegitScript-certified telehealth company with established regulatory compliance infrastructure

• Zinc-specific safety guidance is product-tailored and practically useful for patients managing supplement intake

185 https://hims.com/important-safety/sex-rx-testosterone-support N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

186 https://hims.com/important-safety/sexrxhair 62

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:46

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	70	Expertise
72	Authoritativeness	65	Trust	72	Content Effort	60	Originality
68	Skill	72	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page provides important safety information for patients prescribed the 'Sex Rx + Hair Health' compounded medication (containing tadalafil, minoxidil, and/or finasteride), covering contraindications, side effects, drug interactions, and warnings required for informed patient consent and safety. • Rating Justification: The page serves a legitimate and important purpose as a medication safety information page for a compounded prescription product. The content is substantive, medically accurate, and comprehensive. However, it lacks named authorship, has a factual error in the meta description (references Duloxetine instead of the actual medications), has no publication/review date, and no direct contact information. For a YMYL health page, these gaps prevent a High rating. The content quality itself is good but the E-E-A-T signals are incomplete.

E-E-A-T

Overall	65
Experience	55
Expertise	70
Authoritativeness	72
Trust	65

E-E-A-T Analysis

Key Strengths: Transparent FDA disclaimer about compounded drug status, Comprehensive contraindication and drug interaction information consistent with clinical standards, LegitScript pharmacy verification badge, Structured data implementation with product schema, Requires healthcare provider consultation before prescribing • Key Weaknesses: No named medical author or reviewer credited on the page, No direct contact information on the safety page itself, Meta description incorrectly references 'Duloxetine' which is unrelated to the page content (tadalafil/minoxidil/finasteride), No publication or last-reviewed date for the safety information, No about page link directly accessible from this page • Trust Evidence: The page includes a LegitScript approval badge, links to terms & conditions, privacy policy, and consumer health data privacy policy. It explicitly discloses that 'Hard Mints have not been approved by the FDA' and that 'The FDA does not verify the safety, effectiveness, or quality of compounded drugs.' It requires online consultation with a healthcare provider. However, there is no named author, no contact information on this specific page, and no about page linked directly. • Expertise Evidence: The content demonstrates pharmaceutical expertise: detailed contraindications, drug interaction lists with brand/generic names, adverse event classifications by body system, and specific clinical thresholds (e.g., erection lasting >4 hours, priapism). The information aligns with standard FDA-approved prescribing information for tadalafil and minoxidil. However, no named medical professional authored or reviewed the content. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (NYSE: HIMS) with real-world experience operating a licensed telehealth platform. The content reflects operational knowledge of compounded prescription medications. However, no individual healthcare provider or pharmacist is credited as the author of this safety information. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth company with LegitScript approval (referenced in footer). The domain hims.com is an established brand in men's health telehealth. The page includes structured data, proper product schema, and links to regulatory disclosures. The company has regulatory oversight as a telehealth provider.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information for prescription medications including tadalafil (PDE5 inhibitor), minoxidil (vasodilator/hair loss treatment), and finasteride (5-alpha reductase inhibitor). It covers contraindications, drug interactions, serious adverse events including priapism, sudden vision loss, and cardiovascular events. Incorrect or incomplete information could directly harm patients. • Potential Harm: Patients who misread or receive incomplete safety information could take medications with dangerous drug interactions (e.g., nitrates + tadalafil causing severe hypotension), fail to recognize serious adverse events requiring emergency care, or use medications contraindicated for their conditions. Pregnant women exposed to finasteride face fetal harm risks. • Standards Required: Highest E-E-A-T standards required. Content must be medically accurate, authored or reviewed by licensed healthcare professionals, regularly updated, and clearly attributed. FDA regulatory compliance for compounded medications is essential.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of contraindications including pregnancy warnings for finasteride, Detailed drug interaction list with both generic and brand names, Clear emergency guidance for serious adverse events (priapism, sudden vision loss), Transparent FDA disclaimer about compounded drug status, Organized dual-product structure allowing users to find relevant information for their specific formulation • Weaknesses: Adverse events section for tadalafil is duplicated verbatim, adding unnecessary length without value, No named healthcare professional credited as author or reviewer, No date of publication or last review, Meta description contains a critical factual error referencing Duloxetine, No H2 headings to improve navigation within the long content, No direct link to full prescribing information or FDA-approved labeling • Mc Description: The main content consists of comprehensive medication safety information for two variants of a compounded prescription product combining tadalafil with minoxidil (variant 1) and tadalafil with finasteride and minoxidil (variant 2). Content covers common side effects, contraindications, serious adverse events, pre-existing condition disclosures, drug interactions, and uncommon adverse events categorized by body system.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS) • LegitScript pharmacy verification badge present in footer • Telehealth Consent & Open Payments disclosure linked in footer • Consumer Health Data Privacy Policy linked • Established brand with significant market presence in men's telehealth

Trust Analysis

Transparency: Moderate transparency. The company discloses its identity, regulatory status of compounded drugs, and requires healthcare provider consultation. However, the lack of named medical authorship, no review dates, and the meta description error reduce transparency for a YMYL health page. • Trust Factors: LegitScript approved pharmacy verification, Publicly traded company with regulatory oversight, Transparent FDA disclaimer about compounded drug status, Requires licensed healthcare provider consultation, Privacy policy and consumer health data privacy policy present, Terms and conditions linked, Structured data implementation, Links to additional finasteride risk information • Distrust Factors: No named medical author or reviewer on safety page, No contact information directly on this page, No publication or last-reviewed date, Meta description contains factual error (Duloxetine reference), No direct link to full FDA prescribing information, Commercial telehealth platform with financial incentive to prescribe

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'copyright': '© 2026 Hims & Hers Health, Inc.', 'regulatory': 'Telehealth platform with licensed healthcare providers', 'stock_ticker': 'NYSE: HIMS', 'verification': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Adverse events section appears duplicated within the page (same content repeated for tadalafil)

Deception Analysis

Severity: none • Deception Details: The page is not deceptive in intent. The meta description error referencing Duloxetine appears to be a technical/editorial mistake rather than intentional deception. The page clearly identifies itself as safety information for a specific compounded product, discloses FDA status of compounded drugs, and provides accurate medical safety information. The commercial nature of the site (telehealth provider selling prescriptions) is transparent.

Harm Analysis

Severity: none • Harm Details: The page is designed to prevent harm by providing safety information. The content is medically accurate and includes appropriate warnings. The meta description error (Duloxetine reference) is a technical mistake rather than intentional deception. The FDA disclaimer about compounded drugs is prominently disclosed. No harmful content identified.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but based on the content structure, these appear to be standard site navigation elements and app download CTAs rather than third-party display advertising. The footer contains an app download promotion which is first-party marketing. • User Experience Impact: Minimal negative impact. The safety information content appears to be the primary focus with commercial elements confined to navigation and footer areas. The app download CTA in the footer does not obstruct the medical safety content.

Recommendations

Critical Issues

• Meta description contains a critical factual error referencing 'Duloxetine' (an SNRI antidepressant) instead of the actual medications on the page - this could confuse patients and signals poor quality control for a YMYL health page

• No named medical professional credited as author or reviewer on a YMYL prescription medication safety page - this is a significant E-E-A-T deficiency under Google's guidelines for health content

Improvements

• Add named medical author(s) and reviewer(s) with credentials (e.g., 'Reviewed by [Name], MD, [Specialty]') to meet YMYL E-E-A-T standards

• Fix the meta description which incorrectly references 'Duloxetine' - it should reference tadalafil, minoxidil, and finasteride

• Add publication date and last-reviewed date to the safety information page

• Remove the duplicated tadalafil adverse events section to improve content quality

• Add H2 headings to improve navigation and accessibility within the long content

• Add direct contact information (phone number, email, or support link) to the safety page

• Link directly to full FDA prescribing information for tadalafil and finasteride

• Add a clear disclaimer about the difference between compounded and FDA-approved formulations

Strengths

• Comprehensive and medically accurate safety information covering contraindications, drug interactions, and adverse events consistent with clinical standards

• Transparent and prominent FDA disclaimer about compounded drug status and lack of FDA verification

• LegitScript pharmacy verification providing third-party trust signal

• Dual-product structure clearly differentiating safety information for the two formulation variants

• Appropriate emergency guidance for serious adverse events (priapism, sudden vision loss, cardiovascular symptoms)

187 https://hims.com/important-safety/sildenafil 58

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:43

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	55	Content Effort	30	Originality
60	Skill	82	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a mandatory Important Safety Information disclosure for sildenafil (generic Viagra) prescribed through the Hims telehealth platform, informing patients of contraindications, serious side effects, drug interactions, and precautions. • Rating Justification: This is a regulatory/compliance Important Safety Information page for a prescription medication (sildenafil/generic Viagra) on a legitimate telehealth platform. The content is accurate and serves a clear compliance purpose — providing required safety disclosures to patients. However, it lacks named authorship, medical reviewer credentials, citations to source materials, and is intentionally noindexed. The page fulfills its narrow compliance purpose adequately but does not demonstrate the depth of expertise, authoritativeness, or supplementary trust signals expected of a high-quality YMYL health page. It rates Medium because the content is accurate and from a legitimate business, but falls short of High due to missing E-E-A-T signals.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Content accurately reflects standard FDA-approved sildenafil Important Safety Information, LegitScript pharmacy verification badge present in footer, Hims is a publicly traded, established telehealth company with regulatory oversight, Structured data (Product schema) is implemented, Links to prescribing information are referenced • Key Weaknesses: No named medical author, pharmacist, or physician credited on the page, No citations to FDA labeling or external authoritative medical sources, No contact information directly on this page, No about page link directly accessible from this page, Missing meta description • Trust Evidence: The page has a noindex/nofollow meta tag, indicating it is not intended for public search indexing — it appears to be a compliance/regulatory page for existing customers. LegitScript approval badge is present in the footer. Privacy policy, terms and conditions, and telehealth consent links are present. No named author or medical reviewer is identified. No contact information is directly on this page. • Expertise Evidence: The content itself reflects pharmaceutical/medical expertise in that it accurately lists contraindications, drug interactions, serious side effects (priapism, NAION, sudden hearing loss), and precautions consistent with FDA-approved prescribing information for sildenafil. However, no named medical author, pharmacist, or physician is credited on the page. The content appears to be derived from official prescribing information. • Experience Evidence: No personal patient experience or clinical experience is demonstrated on this page. The content is a standardized Important Safety Information (ISI) document, which by nature does not include experiential narratives. The page does not feature testimonials, case studies, or first-person accounts from medical professionals or patients. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with LegitScript approval (visible in footer), which is a recognized pharmacy verification program. The domain hims.com is an established telehealth platform. The page references official drug names (REVATIO, Adempas) and brand-name medications accurately. However, no citations to FDA labeling or external medical sources are provided on this specific page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides Important Safety Information for a prescription medication (sildenafil/generic Viagra) used to treat erectile dysfunction. It covers contraindications (nitrates, guanylate cyclase stimulators), serious side effects (priapism, NAION, sudden hearing loss), drug interactions, and precautions for patients with various medical conditions. Incorrect or incomplete information could directly harm patients. • Potential Harm: If the safety information were inaccurate, incomplete, or misleading, patients could take sildenafil with contraindicated medications (e.g., nitrates), leading to life-threatening hypotension, or fail to recognize serious side effects requiring immediate medical attention (e.g., priapism, sudden vision loss). The stakes are high as this involves a prescription medication with known serious risks. • Standards Required: Highest E-E-A-T standards apply. Content must be medically accurate, authored or reviewed by qualified healthcare professionals, cite authoritative sources (FDA prescribing information), and be regularly updated. The platform must be a legitimate, licensed medical provider.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of contraindications, serious side effects, drug interactions, and precautions, Clear, readable formatting with logical information hierarchy, Accurate medical terminology and drug names, Includes dosage information tabs (20mg, 25mg, 50mg, 100mg), References prescribing information for more detailed information, Appropriate safety warnings with urgency indicators (e.g., 'get medical help right away') • Weaknesses: Contains a factual typo: 'sickle call anemia' instead of 'sickle cell anemia', No named medical author or reviewer, No date of last review or update, No citations to FDA prescribing information or external sources, No H2 subheadings to improve navigation of the safety sections, Missing meta description • Mc Description: The main content is an Important Safety Information (ISI) page for sildenafil (generic Viagra) as dispensed through the Hims telehealth platform. It covers: contraindications (nitrates, guanylate cyclase stimulators, allergies), serious side effects (priapism, NAION, sudden hearing loss), precautions for patients with various medical conditions, drug interactions (alpha-blockers, HIV protease inhibitors, antifungals, antibiotics), and common side effects. The content is comprehensive for its regulatory purpose.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript pharmacy verification badge present in footer • Established telehealth platform with significant market presence • Regulated by state medical boards and pharmacy regulations

Trust Analysis

Transparency: Moderate transparency. The page clearly identifies itself as Important Safety Information for a specific medication from Hims. The company is publicly identified with legal information in the footer. However, the lack of named medical authorship, review dates, and source citations reduces transparency for a YMYL health page. • Trust Factors: Hims is a publicly traded, regulated telehealth company, LegitScript approval badge indicates pharmacy compliance verification, Privacy policy, terms and conditions, telehealth consent, and consumer health data privacy policy links present, Page is intentionally noindexed (noindex, nofollow) — appropriate for a patient-facing compliance document, Structured data implementation shows technical professionalism, Content accurately reflects standard pharmaceutical safety information, Footer includes legal disclaimers and copyright information • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on this specific page, No date of last review or content update, Typo in medical content ('sickle call anemia') raises minor quality concern, No citations to FDA prescribing information or external authoritative sources, No about page link directly accessible from this page's navigation

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'verification': 'LegitScript approved pharmacy', 'medical_staff': 'Not individually identified on this page'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Content is largely derived from standard FDA prescribing information boilerplate, but this is expected and required for pharmaceutical ISI pages — not a spam indicator in this context

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as an Important Safety Information disclosure. The title accurately describes the content. The page is noindexed, suggesting it is intended for existing patients rather than organic search traffic. There are no misleading claims, hidden content, or deceptive design patterns. The Product schema markup accurately represents the product being discussed.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is a safety information page designed to protect patients by informing them of risks, contraindications, and precautions. The content is protective in nature. The one typo ('sickle call anemia') is a minor transcription error that does not constitute harmful misinformation in context, as the condition is still identifiable. The page explicitly states sildenafil is not for women or children.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely referring to the app download CTAs in the footer ('Download the free Hims app') and cross-promotional links to forhers.com. These are internal promotional elements rather than third-party advertisements. They appear in the footer and do not obstruct the main safety information content. • User Experience Impact: Minimal negative impact. The promotional elements are confined to the footer area and do not interfere with the primary safety information content. The main content area appears clean and focused on the ISI information.

Recommendations

Critical Issues

• Factual typo in medical safety content: 'sickle call anemia' instead of 'sickle cell anemia' — must be corrected immediately as this is a YMYL health page

• No named medical author or reviewer — for a prescription medication safety page, this is a significant E-E-A-T gap that could undermine patient trust

Improvements

• Add named medical author and/or reviewer with credentials (e.g., 'Reviewed by [Name], MD, [Specialty]')

• Fix the factual typo: 'sickle call anemia' should be 'sickle cell anemia'

• Add a 'Last reviewed/updated' date to demonstrate content currency

• Add citations or links to the FDA prescribing information for sildenafil

• Add a meta description for the page

• Consider adding H2 subheadings to improve navigation (e.g., 'Contraindications', 'Serious Side Effects', 'Drug Interactions')

• Add direct contact information or a link to patient support on this page

Strengths

• Accurate and comprehensive Important Safety Information consistent with FDA-approved prescribing information

• Published by a legitimate, publicly traded, LegitScript-verified telehealth company

• Appropriate noindex/nofollow directives for a patient-facing compliance document

• Clean page structure with logical information hierarchy

• Proper legal and privacy disclosures in footer

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https://hims.com/important-safety/sildenafil-chews

55

Confidence: 0.85

Needs Work

Analysed: 18 Jun 2026 05:47

Scores at a Glance

55	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	58	Trust	65	Content Effort	40	Originality
60	Skill	75	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a mandatory Important Safety Information disclosure for patients prescribed Sildenafil Chews through the Hims telehealth platform, covering contraindications, drug interactions, serious side effects, and precautions. • Rating Justification: This is a regulatory/compliance Important Safety Information (ISI) page for a prescription compounded medication. It serves a specific, legitimate purpose — providing required safety disclosures to patients. The content is accurate and comprehensive for its purpose. However, it lacks author attribution, contact information, and is intentionally noindexed. As a YMYL health page, higher E-E-A-T standards apply, and the absence of named medical reviewers and the compounded (non-FDA-approved) nature of the product prevent a higher rating.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Transparent disclosure that the product is compounded and not FDA-approved, Comprehensive and accurate safety information consistent with standard sildenafil ISI, Published by a LegitScript-certified, publicly traded telehealth company, Proper noindex/nofollow tagging indicating appropriate use as a compliance document • Key Weaknesses: No named medical author or reviewer identified on the page, No direct contact information on the page itself, No about page link accessible from this specific page, Compounded drug product raises inherent safety concerns beyond standard sildenafil • Trust Evidence: The page carries a noindex/nofollow meta tag, indicating it is not intended for public search indexing — consistent with a regulatory/compliance document for existing patients. LegitScript approval badge is present. The page explicitly discloses that Sildenafil Chews is a compounded product not FDA-approved, which is a significant transparency signal. However, no contact info, no named author, no about page link is present on this specific page. • Expertise Evidence: The content accurately reflects standard FDA-required prescribing information and important safety information (ISI) for sildenafil, including contraindications, drug interactions, serious adverse events, and precautions. The medical content aligns with known pharmacological facts about PDE5 inhibitors. However, no named medical professional authored or reviewed this specific page. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (Hims & Hers Health, Inc.) that operates a licensed telehealth platform. However, no individual author or medical reviewer is identified on this specific page. There is no first-person patient or clinician experience shared. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth company with LegitScript certification (visible in footer), which is a recognized pharmacy legitimacy credential. The company has an established presence, editorial standards page, and medical experts page. The domain hims.com is an authoritative telehealth brand. The page is explicitly labeled as 'Important Safety Information' consistent with regulatory requirements.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information for a prescription medication (sildenafil) used to treat erectile dysfunction. It covers contraindications, drug interactions, serious adverse events including priapism, sudden vision loss, and hearing loss, as well as cardiovascular precautions. Incorrect or incomplete information could directly harm patients. • Potential Harm: Patients who misread, misunderstand, or receive incomplete safety information could take the medication with dangerous drug interactions (e.g., nitrates causing severe hypotension), fail to recognize serious adverse events requiring emergency care, or use the medication despite contraindicated conditions. The compounded nature of the product adds additional risk as it is not FDA-verified for safety or efficacy. • Standards Required: Highest E-E-A-T standards required. Named medical authorship/review, clear institutional credentials, regulatory compliance documentation, and transparent disclosure of the compounded drug status are all necessary. The page partially meets these standards through accurate content and FDA disclosure but falls short on author attribution.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories for sildenafil, Clear disclosure of compounded/non-FDA-approved status upfront, Accurate and detailed drug interaction list with brand name examples, Appropriate emergency guidance (e.g., seek immediate help for priapism >4 hours), Includes inactive ingredients for allergy awareness • Weaknesses: Contains a typo ('Sildenadil' instead of 'Sildenafil') indicating insufficient proofreading, No H2 subheadings to organize the content sections for readability, No named medical author or reviewer credited, No date of last review or update visible, Structured data includes product pricing/availability which seems incongruous with a pure safety information page • Mc Description: The main content is an Important Safety Information (ISI) document for Sildenafil Chews, a compounded prescription medication. It covers: contraindications (nitrates, guanylate cyclase stimulators, age restrictions), serious side effects (priapism, NAION, sudden hearing loss), precautions (cardiovascular conditions, blood disorders, liver/kidney problems), drug interactions (extensive list), and common side effects. The content is structured as a regulatory compliance document.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript certification badge present in footer • Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Company has established editorial standards and medical experts pages • Telehealth Consent & Open Payments disclosure link present

Trust Analysis

Transparency: Moderate transparency. The company clearly discloses the compounded, non-FDA-approved nature of the product, which is a significant positive. However, the absence of named medical reviewers, review dates, and direct contact information on a YMYL health page reduces overall transparency. • Trust Factors: LegitScript pharmacy certification displayed, Publicly traded company with regulatory oversight, Transparent disclosure of compounded/non-FDA-approved product status, Accurate medical content consistent with established pharmacological knowledge, Privacy policy, terms and conditions, and consumer health data privacy policy links present, Noindex/nofollow tagging appropriate for compliance document • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on the page, No date of last medical review, Compounded drug product inherently carries higher risk than FDA-approved medications, Product schema markup with pricing on a safety information page creates mixed signals about page purpose

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'business_type': 'Telehealth platform and prescription medication provider', 'stock_listing': 'NYSE: HIMS', 'certifications': ['LegitScript Certified'], 'regulatory_disclosures': ['Telehealth Consent & Open Payments', 'Consumer Health Data Privacy Policy']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None identified. The page serves a legitimate regulatory compliance purpose.

Deception Analysis

Severity: none • Deception Details: No deceptive elements identified. The page clearly states its purpose as Important Safety Information. The compounded drug status is disclosed prominently. The noindex/nofollow meta tags indicate the page is not being used to manipulate search rankings. The product schema markup with pricing is present but does not obstruct or misrepresent the safety content.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It provides standard safety information for a prescription medication. The explicit disclosure that the product is compounded and not FDA-approved is a positive transparency measure. The safety warnings are accurate and could prevent harm by informing patients of risks. No misleading claims were identified.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely through the GTM (Google Tag Manager) implementation. The footer contains app download CTAs and cross-promotional links to forhers.com, which function as internal promotional content rather than third-party advertising. • User Experience Impact: The promotional elements (app download, forhers.com cross-promotion) are confined to the footer and do not appear to obstruct the main safety information content. The primary content area appears dedicated to the ISI document.

Recommendations

Critical Issues

• No named medical author or reviewer identified — critical gap for a YMYL prescription medication safety page

• Compounded drug product (non-FDA-approved) requires especially rigorous safety information presentation and oversight disclosure, which is present but could be more prominently featured

Improvements

• Add named medical author(s) and reviewer(s) with credentials to the page to improve E-E-A-T for this YMYL content

• Include a 'Last Medically Reviewed' date to demonstrate content currency

• Add direct contact information or a clear link to patient support for questions about the medication

• Fix the typo 'Sildenadil' to 'Sildenafil' to improve content accuracy and professionalism

• Add H2 subheadings to organize the safety information sections (contraindications, drug interactions, side effects) for improved readability

• Consider separating the product schema markup (with pricing) from the pure safety information page to avoid mixed signals about page purpose

Strengths

• Transparent and prominent disclosure that the product is compounded and not FDA-approved

• Comprehensive and medically accurate safety information covering all major risk categories

• Published by a LegitScript-certified, publicly traded telehealth company with established regulatory compliance infrastructure

• Appropriate use of noindex/nofollow tags indicating the page is a compliance document for existing patients rather than a search-optimized marketing page

• Detailed drug interaction list with both generic and brand name examples aids patient comprehension

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Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:41

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	58	Trust	60	Content Effort	35	Originality
55	Skill	82	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page is designed to provide important safety information (ISI) for tadalafil (Generic Cialis) to Hims patients or prospective patients, covering contraindications, side effects, drug interactions, and precautions. This is a regulatory/compliance disclosure page typical of telehealth and pharmaceutical companies. • Rating Justification: The page serves a legitimate and important purpose — providing important safety information for a prescription medication to existing Hims patients. The content is accurate and derived from official prescribing information. However, the lack of named authorship, absence of contact info on the page, presence of ads on a medical safety page, and the noindex tag (suggesting it is a utility/compliance page rather than a comprehensive health resource) limit its rating. It meets its narrow functional purpose but falls short of high-quality YMYL health content standards.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Content accurately reflects official FDA prescribing information for tadalafil, Links to authoritative DailyMed sources for full prescribing information, LegitScript pharmacy verification badge present in footer, Clear structured safety information covering contraindications, drug interactions, and serious side effects, Hims is a known, regulated telehealth company • Key Weaknesses: No named medical author or reviewer identified on the page, No contact information directly on the page, No about page link visible in main content, Page is marked noindex/nofollow suggesting it may not be intended as a standalone public resource, Ads flagged as present on a medical safety information page • Trust Evidence: The page has a noindex/nofollow meta tag, indicating it is not intended for public search indexing — it appears to be a patient-facing safety disclosure page. LegitScript badge is present. However, no named author, no contact info on the page itself, and no about page link are present. The page has ads flagged. • Expertise Evidence: The content accurately reflects FDA-approved prescribing information for tadalafil, including contraindications, drug interactions, and serious side effects. Links to DailyMed (NIH's official drug database) are provided for full prescribing information. However, no named medical author or reviewer is identified on the page. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes tadalafil to patients. The company has direct experience dispensing this medication through its platform. However, no individual patient or clinician experience is shared on this specific page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, indicating pharmacy legitimacy verification. The content mirrors official FDA prescribing information. The site links to authoritative DailyMed sources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription medication (tadalafil/Generic Cialis), including contraindications, serious side effects (priapism, sudden vision loss, hearing loss), drug interactions, and conditions that preclude use. Incorrect or incomplete information could directly harm users' health. • Potential Harm: Users who misread or misapply this information could take tadalafil unsafely — for example, combining it with nitrates (potentially fatal blood pressure drop), ignoring contraindications, or failing to seek emergency care for serious side effects like priapism or sudden vision loss. • Standards Required: Highest YMYL standards apply: content must be accurate, complete, authored or reviewed by qualified medical professionals, and clearly attributed. The source must be a trustworthy, authoritative medical or pharmaceutical entity.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories required for prescription medication disclosure, Clear, patient-friendly language adapted from technical prescribing information, Links to official DailyMed prescribing information for all dosages, Logical organization from critical warnings to less severe information, Specific drug names and brand names provided for interactions, aiding patient recognition • Weaknesses: No date of last review or update visible, No named medical author or reviewer, No explanation of why certain interactions are dangerous (educational context missing), No emergency contact information or hotline numbers for adverse events, Page appears to be a utility/compliance page rather than a comprehensive patient education resource • Mc Description: The main content is an Important Safety Information (ISI) disclosure page for tadalafil (Generic Cialis), covering: prescribing information links by dosage (2.5mg, 5mg, 10mg, 20mg), common side effects, contraindications, serious/rare side effects, pre-existing conditions to disclose, drug interactions, and a final summary of most common side effects. This is a standard pharmaceutical compliance page.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript pharmacy verification badge present • Links to NIH DailyMed for prescribing information • Company has telehealth consent and open payments disclosure pages

Trust Analysis

Transparency: Moderate transparency. The company is identified (Hims & Hers Health, Inc.), regulatory compliance elements are present (LegitScript, telehealth consent), and authoritative sources are linked. However, the absence of named medical authorship and content review dates reduces transparency for a YMYL health page. • Trust Factors: Hims is a regulated, publicly traded telehealth company subject to FDA and state pharmacy regulations, LegitScript verification badge indicates pharmacy legitimacy, Content accurately reflects official FDA prescribing information, Links to authoritative NIH DailyMed sources, Privacy policy, terms and conditions, and consumer health data privacy policy are linked in footer, Telehealth Consent & Open Payments disclosure linked, indicating regulatory compliance awareness • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on the page itself, No visible date of last content review, Ads flagged as present on a medical safety information page, which is inappropriate for this content type, Page marked noindex/nofollow, suggesting it may be a backend utility page not fully optimized for patient trust

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_listing': 'NYSE: HIMS', 'regulatory_status': 'Licensed telehealth platform subject to FDA and state pharmacy regulations', 'named_medical_author': 'None identified on page', 'pharmacy_verification': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Content is adapted from official FDA prescribing information (not original, but appropriate for this page type), No keyword stuffing or manipulative SEO patterns detected, No scaled content abuse indicators, Page serves a legitimate regulatory/compliance purpose

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly identifies itself as important safety information for tadalafil. The content accurately reflects known medical information. The page does not make false claims about the medication's efficacy or minimize risks. The structured data includes product pricing information ($24) which is transparent commercial information.

Harm Analysis

Severity: none • Harm Details: The page provides accurate safety information that is designed to protect users from harm. The content is consistent with FDA-approved prescribing information. No misleading claims, exaggerated benefits, or minimization of risks were detected. The page appropriately emphasizes serious risks and directs users to seek medical help.

Ads Analysis

Ad Placement: Ads are flagged as present on this page. For a medical safety information page (ISI), the presence of advertising is generally considered inappropriate as it may distract from critical safety information or create a perception of commercial bias in medical content. • User Experience Impact: The presence of ads on a page dedicated to medication safety information is a concern from both a user experience and trust perspective. Patients reading critical safety information about contraindications and serious side effects should not be distracted by commercial advertisements. This reduces the page's credibility as a pure safety resource.

Recommendations

Critical Issues

• No named medical author or reviewer identified — critical gap for YMYL health content

• Ads present on a medical safety information page — inappropriate and potentially undermines trust

• No date of last content review visible — patients cannot assess currency of safety information

Improvements

• Add named medical author(s) and reviewer(s) with credentials to the page

• Include a visible date of last medical review/update

• Add direct contact information or emergency resources for adverse events

• Remove or relocate advertising from this medical safety information page

• Add contextual explanations for why certain drug interactions are dangerous to improve patient understanding

• Include emergency contact numbers (e.g., Poison Control: 1-800-222-1222) for adverse event reporting

• Consider adding a clear disclaimer about the page being a summary and directing patients to consult their prescribing physician

Strengths

• Accurate content consistent with FDA-approved prescribing information for tadalafil

• Links to authoritative NIH DailyMed sources for full prescribing information by dosage

• LegitScript pharmacy verification badge demonstrates regulatory compliance

• Clear, organized structure covering all major safety categories

• Published by a regulated, publicly traded telehealth company with established reputation

• Appropriate noindex/nofollow tagging indicating responsible use as a utility page rather than SEO content

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Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:50

Scores at a Glance

58	PQ Score	62	E-E-A-T Overall	45	Experience	65	Expertise
70	Authoritativeness	68	Trust	65	Content Effort	40	Originality
60	Skill	78	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: To provide patients and prospective patients with required safety information about compounded Tadalafil Chews, including contraindications, warnings, drug interactions, and side effects, in compliance with telehealth and pharmacy regulatory requirements. • Rating Justification: This is a functional, legally required Important Safety Information (ISI) page for a compounded prescription medication sold by a legitimate, regulated telehealth company. The content is accurate, appropriately detailed, and serves a clear regulatory/compliance purpose. However, it lacks named authorship, a review date, and direct contact information. The page is intentionally noindexed, suggesting it is a supporting document rather than a primary content page. For its specific purpose (ISI disclosure), it is adequate but not exemplary.

E-E-A-T

Overall	62
Experience	45
Expertise	65
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Transparent disclosure that the product is not FDA-approved and compounded, Medically accurate contraindications, drug interactions, and adverse event listings consistent with tadalafil prescribing information, LegitScript certification displayed, Published by a publicly traded, regulated telehealth company, Structured data (Product schema) present, Page is marked noindex/nofollow, appropriate for a regulatory/safety reference page • Key Weaknesses: No named medical author, pharmacist, or physician credited on the page, No direct contact information on the page itself, No about page link in main content, Compounded product status introduces inherent uncertainty about safety/efficacy verification, No date of last review or update visible • Trust Evidence: The page explicitly discloses that the product is a compounded medication not FDA-approved and that the FDA does not verify safety or effectiveness of compounded drugs — a legally required and transparent disclosure. LegitScript certification is displayed. Privacy policy, terms, telehealth consent, and consumer health data privacy policy links are present in the footer. However, no named author, no contact information specific to this page, and no about page link are present in the main content area. • Expertise Evidence: The safety information content mirrors standard FDA-required prescribing information / patient medication guides for tadalafil (PDE5 inhibitor). Drug names, contraindications, drug interactions, and adverse event classifications are medically accurate and consistent with established pharmacological knowledge. However, no named medical author, pharmacist, or physician is credited on the page. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (NYSE: HIMS) that operates a licensed pharmacy and medical platform. The content reflects operational experience dispensing compounded medications, but no individual patient or clinician experience is cited on this specific page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded, LegitScript-certified telehealth company with significant media coverage and regulatory oversight. The footer displays a LegitScript approval seal. The domain hims.com is well-established. The page is tagged noindex/nofollow, indicating it is an internal reference document rather than a public-facing SEO page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription medication (tadalafil) used to treat erectile dysfunction. It covers contraindications, drug interactions, serious adverse events (priapism, sudden vision loss, sudden hearing loss, cardiovascular events), and dosing guidance. Incorrect or misleading information could directly harm users' physical health. • Potential Harm: A user who misreads or misapplies the safety information could take tadalafil with contraindicated medications (e.g., nitrates), leading to life-threatening hypotension. Failure to understand serious side effects could delay emergency medical care. • Standards Required: Highest YMYL standards apply: content must be medically accurate, authored or reviewed by qualified healthcare professionals, clearly attributed, and kept current. The compounded (non-FDA-approved) nature of the product raises the bar further.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of contraindications, warnings, and drug interactions, Adverse events organized by body system with frequency qualifiers, Clear emergency guidance (e.g., seek immediate help for priapism >4 hours, sudden vision loss), Transparent disclosure of compounded/non-FDA-approved status at the top of the content, Specific drug names listed for interactions (both brand and generic) • Weaknesses: No named medical author or reviewer, No last-reviewed or last-updated date, No direct link to full prescribing information or patient medication guide, Tartrazine allergy warning not explicitly highlighted despite its presence in inactive ingredients, No mechanism for users to ask questions or contact a pharmacist/physician directly from this page • Mc Description: The main content is an Important Safety Information document for compounded Tadalafil Chews. It covers: who should not take the medication, serious side effects requiring immediate medical attention, preconditions to disclose to a healthcare provider, drug interactions, common and uncommon adverse events organized by body system, and a general disclaimer about the compounded/non-FDA-approved status of the product.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC disclosure requirements'} • {'source': 'LegitScript certification seal displayed in footer, indicating pharmacy compliance verification'} • {'source': 'Telehealth Consent & Open Payments disclosure link present, indicating compliance with federal transparency requirements'} • {'source': 'Consumer Health Data Privacy Policy link present, indicating compliance with state health data privacy laws'} • {'source': 'Hims has been covered extensively by major financial and health media outlets as a leading telehealth platform'}

Trust Analysis

Transparency: The page is moderately transparent. It clearly discloses the compounded/non-FDA-approved status of the product, which is a significant and legally required disclosure. However, it lacks named authorship, review dates, and direct contact information, which are standard trust signals for YMYL health content. • Trust Factors: Publicly traded company with regulatory oversight, LegitScript pharmacy certification, Transparent disclosure of compounded/non-FDA-approved product status, Privacy policy, terms, and telehealth consent documents linked, Structured data accurately represents the product, Page marked noindex/nofollow, appropriate for a compliance document • Distrust Factors: No named medical author or pharmacist credited, No direct contact information on the page, No last-reviewed date for the safety information, Compounded medication status means FDA has not independently verified safety or efficacy, No about page link in main content area

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'named_author': 'None credited on this page', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript Approved', 'regulatory_status': 'Licensed telehealth platform operating compounding pharmacy services'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly identifies itself as an Important Safety Information page, discloses the compounded/non-FDA-approved status of the product prominently, and provides accurate medical safety information. The page is marked noindex/nofollow, indicating it is not being used for SEO manipulation.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It proactively discloses the non-FDA-approved compounded status of the product, lists all major contraindications and drug interactions, and provides emergency guidance. The content is designed to protect users from harm rather than cause it.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but based on the content structure, these appear to be site navigation elements, app download CTAs, and cross-promotional links to forhers.com rather than third-party display advertising. These are standard e-commerce site elements. • User Experience Impact: The app download CTA and forhers.com cross-promotion in the footer are standard for a telehealth company's website and do not obstruct the main safety information content. The safety information appears to be the primary content without significant ad interference.

Recommendations

Critical Issues

• No named medical author or reviewer credited — critical gap for a YMYL health/medication safety page

• No last-reviewed date — users cannot assess whether the safety information is current, which is particularly important for drug interaction information

Improvements

• Add a named medical author (physician or pharmacist) with credentials and a review date to meet YMYL E-E-A-T standards

• Include a last-reviewed/last-updated date for the safety information to demonstrate currency

• Add a direct contact link or phone number for patients to reach a pharmacist or healthcare provider with questions about this medication

• Add an explicit allergy warning for FD&C; Yellow #5 (Tartrazine) for aspirin-sensitive individuals, as this is a known cross-reactivity risk

• Link to the full prescribing information or patient medication guide for users who want more detailed clinical information

• Consider adding a brief explanation of what compounded medications are and why they are used, to help patients make informed decisions

Strengths

• Transparent and prominent disclosure of compounded/non-FDA-approved product status

• Comprehensive, medically accurate safety information covering contraindications, drug interactions, and adverse events by body system

• Published by a publicly traded, LegitScript-certified telehealth company with established regulatory oversight

• Page appropriately marked noindex/nofollow for a compliance document

• Structured data accurately represents the product

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https://hims.com/important-safety/tadalafil-daily

55

Confidence: 0.82

Needs Work

Analysed: 18 Jun 2026 05:53

Scores at a Glance

55	PQ Score	60	E-E-A-T Overall	45	Experience	60	Expertise
70	Authoritativeness	65	Trust	55	Content Effort	35	Originality
60	Skill	80	Accuracy	70	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to provide important safety information (ISI) for tadalafil daily medication to Hims patients who have been prescribed this drug. It fulfills this purpose by presenting contraindications, side effects, drug interactions, and precautions in a clear format. • Rating Justification: The page serves a legitimate and important purpose — providing important safety information for a prescription medication (tadalafil/Generic Cialis) to existing Hims patients. The content is medically accurate and comprehensive, drawn from standard FDA prescribing information. However, it lacks named authorship, a date of last review, and is intentionally marked noindex/nofollow, indicating it is a utility/compliance page rather than a high-quality editorial resource. The absence of E-E-A-T signals like author credentials and the minimal supplementary content beyond the safety text prevent a higher rating.

E-E-A-T

Overall	60
Experience	45
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Content is consistent with FDA-approved prescribing information for tadalafil, LegitScript pharmacy certification present, Hims is a publicly traded, regulated telehealth company, Comprehensive drug interaction and contraindication information provided, Structured data and proper legal/privacy disclosures present • Key Weaknesses: No named medical author, pharmacist, or reviewer credited, No explicit date of last review or update, No About page linked from this specific page, No contact information directly on this page, Page is marked noindex/nofollow, limiting its intended public reach • Trust Evidence: LegitScript approval badge is present. The page has structured data, privacy policy, terms and conditions, telehealth consent, and consumer health data privacy policy links. The page is marked noindex/nofollow, suggesting it is an internal reference page for patients rather than a public-facing marketing page. No named author or medical reviewer is identified. • Expertise Evidence: The safety information content appears to be derived from FDA-approved prescribing information for tadalafil, which is medically accurate and comprehensive. The content covers contraindications, drug interactions, serious adverse events, and precautions consistent with standard pharmaceutical labeling. However, no named medical author or pharmacist is credited. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses medications. As a licensed telehealth platform operating in the US, they have operational experience with the medication. However, no individual practitioner experience is cited, and no patient experience narratives are present. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer, indicating pharmacy legitimacy verification. The domain hims.com is well-established. The content mirrors FDA prescribing information, lending it authority by association.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information for a prescription medication (tadalafil, a PDE5 inhibitor). It covers contraindications, serious adverse events (priapism, sudden vision loss, hearing loss), drug interactions with nitrates and other medications, and precautions for patients with cardiovascular conditions. Incorrect or incomplete information could directly harm patients. • Potential Harm: Patients who misread or misapply this information could take tadalafil with contraindicated medications (e.g., nitrates), leading to life-threatening hypotension. Failure to recognize serious side effects like priapism or NAION could result in permanent injury. The stakes are high as this is a prescription medication safety page. • Standards Required: Highest E-E-A-T standards required. Content must be medically accurate, authored or reviewed by qualified healthcare professionals, kept up to date, and clearly attributed. The page should ideally identify the medical reviewer and date of last review.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories for tadalafil, Clear and actionable language (e.g., 'get medical help right away'), Specific drug names listed for interactions, aiding patient recognition, Appropriate urgency conveyed for serious adverse events, Structured format makes information scannable • Weaknesses: No named medical author or reviewer, No date of last update or review, No dosing guidance beyond listing available strengths (5mg, 10mg), No information about what to do if a dose is missed, Footer app download content is distracting from the medical safety focus • Mc Description: The main content consists of important safety information (ISI) for tadalafil (Generic Cialis) daily formulation. It includes: contraindications (nitrates, guanylate cyclase stimulators, allergy), serious side effects (priapism, NAION, sudden hearing loss), precautions (cardiovascular conditions, blood disorders, liver/kidney problems), drug interactions (alpha-blockers, HIV protease inhibitors, antifungals, antibiotics), and common side effects. A link to full prescribing information is provided.

Trust & Reputation

Trust Level	medium
Reputation Score	70
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting and public scrutiny'} • {'source': 'LegitScript certification badge present in footer, indicating verified legitimate online pharmacy status'} • {'source': 'Telehealth Consent & Open Payments disclosure link present, indicating compliance with healthcare transparency regulations'} • {'source': 'Consumer Health Data Privacy Policy present, indicating compliance with state health data privacy laws'} • {'source': 'Hims operates under state pharmacy board regulations and telehealth licensing requirements across the US'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly identifiable and regulated, with legal disclosures present. However, the specific medical content lacks attribution to a named healthcare professional, which is a significant gap for a YMYL health page. The page's noindex status suggests it is intended for existing patients rather than general public consumption. • Trust Factors: LegitScript pharmacy certification provides third-party verification of legitimacy, Publicly traded company with regulatory oversight and public financial disclosures, Content consistent with FDA-approved prescribing information, Privacy policy, terms of service, and telehealth consent documents present, Structured data implemented correctly, Page marked noindex/nofollow suggesting it is a patient-facing compliance page, not SEO-driven content • Distrust Factors: No named medical author or reviewer on this YMYL health page, No date of last review or content update, No direct contact information on the page itself, No About page linked from this specific page, Ads flagged as present, though on a medical safety information page this is a minor concern

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company and online pharmacy', 'company': 'Hims & Hers Health, Inc.', 'regulatory_status': 'LegitScript certified, publicly traded (NYSE: HIMS)', 'named_medical_author': 'None identified on this page'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Content is adapted from FDA prescribing information, which is standard practice for pharmaceutical ISI pages and not considered spam

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose — providing important safety information for a prescription medication. The title accurately describes the content. The information presented is consistent with FDA-approved prescribing information. No hidden agendas, misleading claims, or deceptive design patterns are evident. The page does not attempt to minimize risks or oversell the medication.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It provides standard pharmaceutical safety information consistent with FDA prescribing guidelines. The information is designed to protect patients from harm by informing them of risks, contraindications, and when to seek medical help. No misleading claims, exaggerated benefits, or dangerous advice are present.

Ads Analysis

Ad Placement: The page is flagged as having ads. Given this is a medical safety information page for a prescription medication, any advertising presence is contextually inappropriate, though the ads do not appear to obstruct the main safety content based on the page structure analysis. • User Experience Impact: Minor negative impact. The footer app download promotion ('Download the free Hims app', 'Total Care. Totally Different.') is a form of promotional content on a page that should be purely informational for patient safety. This does not obstruct the main content but is contextually misaligned with the serious medical safety purpose of the page.

Recommendations

Critical Issues

• No named medical author or reviewer on a YMYL prescription medication safety page — this is the most significant E-E-A-T gap for this content type

• No date of last review, making it impossible to verify that safety information reflects current FDA guidance and drug interaction knowledge

Improvements

• Add a named medical author or reviewer (e.g., 'Reviewed by [Name], MD, [Specialty]') with credentials and a date of last review to meet YMYL E-E-A-T standards

• Include a 'Last reviewed/updated' date to demonstrate content currency

• Add direct contact information or a clear link to patient support on the page itself

• Consider adding a brief explanation of what tadalafil daily is and how it differs from as-needed use, to provide fuller context for patients

• Remove or relocate the app download promotional content from a medical safety information page to maintain appropriate tone and focus

• Add a link to the full prescribing information PDF directly on the page rather than just referencing it

Strengths

• Content is medically accurate and comprehensive, consistent with FDA-approved prescribing information for tadalafil

• Published by a legitimate, regulated, publicly traded telehealth company with LegitScript certification

• Clear and actionable safety language that appropriately conveys urgency for serious adverse events

• Proper legal disclosures, privacy policy, and telehealth consent documentation present

• Page structure is clean and the safety information is not obstructed by advertising or distracting content

192 https://hims.com/important-safety/venlafaxine N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:47

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

193

https://hims.com/important-safety/viagra

55

Confidence: 0.8

Needs Work

Analysed: 18 Jun 2026 05:42

Scores at a Glance

55	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	30	Originality
60	Skill	80	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a patient-facing important safety information (ISI) disclosure for Viagra, providing contraindications, side effects, drug interactions, and precautions required for prescription medication dispensing. It fulfills a regulatory/compliance function for Hims's telehealth prescription service. • Rating Justification: This is a YMYL page (prescription medication safety information) from a legitimate telehealth company. The content accurately reproduces important safety information for Viagra. However, it lacks named medical authorship, has no direct contact information on the page, and provides no citations. For a YMYL health topic, these omissions lower the quality rating. The page appears to serve a functional purpose for existing patients but falls short of high-quality standards for medical content.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Content accurately reflects FDA-approved safety information for Viagra, LegitScript pharmacy certification badge present in footer, Hims is a known, publicly traded telehealth company with regulatory oversight, Structured data (Product schema) is implemented, Page is intentionally noindexed, appropriate for patient-facing safety info • Key Weaknesses: No named medical author or reviewer identified on the page, No direct contact information on the page itself, No about page link directly accessible from this page, Missing H2 subheadings for content organization, No citations to FDA prescribing information or external authoritative sources • Trust Evidence: The page has a noindex/nofollow meta tag, suggesting it is intended for existing patients rather than public search discovery. LegitScript approval badge is present. The content is factually consistent with FDA prescribing information. However, no contact info is directly on this page, no author is identified, and the page lacks an about section. • Expertise Evidence: The content accurately reproduces FDA-approved prescribing information and important safety information for Viagra (sildenafil citrate). The information aligns with official FDA labeling. However, there is no named medical expert, pharmacist, or physician credited as the author or reviewer of this specific page. • Experience Evidence: The page is published by Hims, a telehealth company that prescribes and dispenses medications including Viagra. The company has direct operational experience in the telehealth/prescription medication space. However, no individual author or medical professional is identified on this specific page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with LegitScript certification visible in the footer, indicating pharmacy legitimacy verification. The site has established brand recognition in the telehealth space. The content references official drug names, generic names, and drug interactions consistent with authoritative prescribing information.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides important safety information for a prescription medication (Viagra/sildenafil citrate) used to treat erectile dysfunction. It includes contraindications, drug interactions, serious side effects, and medical precautions. Incorrect or misleading information could directly harm users' health. • Potential Harm: If safety information is inaccurate, incomplete, or misunderstood, users could take Viagra with contraindicated medications (e.g., nitrates), experience dangerous drug interactions, or fail to seek emergency medical care for serious side effects like priapism or sudden vision loss. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified medical professionals, citations to authoritative sources (FDA prescribing information), and clear mechanisms for users to contact healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of contraindications, side effects, and drug interactions, Clear language appropriate for patient understanding, Includes both common and rare/serious side effects, Provides actionable guidance (e.g., 'get medical help right away' for priapism), Link to full prescribing information provided • Weaknesses: No H2 subheadings to organize content sections (poor heading structure), No named medical author or reviewer, No date of last review or update, Typo present: 'sickle call anemia' should be 'sickle cell anemia', No links to emergency resources or healthcare provider contact information • Mc Description: The main content consists of important safety information for Viagra (sildenafil citrate), including contraindications, common and serious side effects, drug interactions, precautions, and a brief description of the medication's use. It also includes a link to full prescribing information.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript pharmacy certification badge present • Telehealth Consent & Open Payments disclosure linked in footer • Privacy policy and terms of service linked

Trust Analysis

Transparency: Moderate transparency. The company is identified (Hims & Hers Health, Inc.), legal disclosures are present in the footer, and the company is publicly traded with regulatory oversight. However, the specific page lacks medical authorship attribution, review dates, and direct contact information, which are important for YMYL medical content. • Trust Factors: Hims is a publicly traded, regulated telehealth company, LegitScript certification indicates pharmacy legitimacy verification, Content accurately reflects FDA prescribing information, Page is noindexed, suggesting it is for existing patients not general public, Privacy policy, terms of service, and consumer health data privacy policy are linked, Telehealth Consent & Open Payments disclosure demonstrates regulatory compliance awareness • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on the page, No date of last review or content update, Typo in medical content ('sickle call anemia') suggests limited editorial review, No citations to FDA prescribing information or external authoritative sources, Ads are present on a medical safety information page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'service_type': 'Telehealth platform', 'stock_ticker': 'NYSE: HIMS', 'certification': 'LegitScript approved pharmacy'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	No

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Content is substantially derived from FDA prescribing information (not original), but this is standard and required for pharmaceutical ISI pages

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a patient safety information disclosure. The title accurately describes the content. The page is noindexed, suggesting it is not attempting to rank for search queries. The content accurately reflects FDA prescribing information. No deceptive design patterns or misleading information detected.

Harm Analysis

Severity: none • Harm Details: The page provides accurate safety information for a prescription medication. The content is consistent with FDA-approved prescribing information and is designed to protect patient safety. There is a minor typo ('sickle call anemia') but this does not constitute harmful misinformation. The page is appropriately noindexed to prevent general public discovery.

Ads Analysis

Ad Placement: The page metadata indicates ads are present. For a medical safety information page, the presence of advertising is generally considered inappropriate as it may distract from critical safety information or create a commercial impression that could undermine trust in the safety content. • User Experience Impact: Ads on a prescription medication safety information page are potentially inappropriate as they may distract patients from reading critical safety information. However, based on the page structure, the ads do not appear to obstruct the main safety content.

Recommendations

Critical Issues

• No named medical author or reviewer identified - critical gap for YMYL prescription medication content

• Typo in medical content ('sickle call anemia') indicates insufficient editorial/medical review process

Improvements

• Add named medical author(s) and reviewer(s) with credentials (e.g., 'Reviewed by [Name], MD, [Specialty]')

• Include a content review/last updated date to demonstrate currency of medical information

• Fix the typo 'sickle call anemia' to 'sickle cell anemia'

• Add direct contact information or a clear link to contact a healthcare provider

• Add a citation or link to the official FDA prescribing information for Viagra

• Improve heading structure with H2 subheadings for each major section (Contraindications, Side Effects, Drug Interactions, etc.)

• Consider removing or minimizing advertising on medical safety information pages

• Add an emergency contact number or guidance for patients experiencing serious side effects

Strengths

• Content accurately reflects FDA-approved prescribing information for Viagra

• Page is appropriately noindexed, indicating responsible use as patient-facing compliance content

• Hims is a legitimate, publicly traded telehealth company with LegitScript pharmacy certification

• Comprehensive coverage of contraindications, drug interactions, and serious side effects

• Clear patient-friendly language with actionable guidance for serious side effects

194 https://hims.com/important-safety/wegovy 54

Confidence: 0.85 Needs Work Analysed: 18 Jun 2026 05:38

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	55	Trust	55	Content Effort	30	Originality
60	Skill	80	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: To provide existing Hims patients with important safety information, contraindications, warnings, side effects, and drug interaction details for Wegovy (semaglutide) as required by regulatory and telehealth compliance standards. • Rating Justification: The page serves a legitimate and important purpose as a patient-facing important safety information (ISI) disclosure for Wegovy, a prescription weight-loss medication. The content is accurate and drawn from FDA-approved prescribing information. However, it lacks author attribution, contact information, structured data, and publication dates. It is intentionally noindexed, suggesting it is a supplementary resource for existing patients rather than a standalone informational page. For its intended purpose as an ISI page, it is adequate but not exemplary.

E-E-A-T

Overall	56
Experience	45
Expertise	60
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Content accurately reproduces FDA-approved safety information and black box warnings, Published by a LegitScript-approved, publicly traded telehealth company, Includes FDA adverse event reporting contact (1-800-FDA-1088), Noindex/nofollow signals appropriate use as internal patient resource • Key Weaknesses: No named medical author or reviewer identified, No direct contact information on the page, No structured data or schema markup, No date of publication or last review date, No explicit credentials of content creators displayed • Trust Evidence: The page carries a noindex/nofollow meta tag, suggesting it is intended for existing patients rather than public search discovery. LegitScript approval badge is present. Legal pages (terms, privacy, telehealth consent) are linked. However, there is no named author, no contact information on the page itself, no about page linked directly, and no structured data. The page is a regulatory/safety disclosure page, not a marketing page. • Expertise Evidence: The content reproduces FDA-approved prescribing information and black box warnings for Wegovy (semaglutide), which is medically accurate and sourced from regulatory documentation. The page references clinical trial data and FDA reporting channels. However, no named medical author or reviewer is identified on the page itself. • Experience Evidence: The page is published by Hims, a publicly traded telehealth company (Hims & Hers Health, Inc.) that prescribes and dispenses medications including Wegovy. The company has direct operational experience with the medication in a clinical/telehealth context. However, no individual practitioner experience is cited on this page. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth platform with LegitScript approval (badge visible in footer), which is a recognized pharmacy legitimacy certification. The company is a licensed telehealth provider. The content aligns with official FDA prescribing information for Wegovy.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides detailed medical safety information about a prescription GLP-1 receptor agonist medication (semaglutide/Wegovy), including black box warnings about thyroid cancer risk, contraindications, drug interactions, pregnancy warnings, and serious adverse events. This is unambiguously YMYL health content that could directly affect patient safety decisions. • Potential Harm: Inaccurate, incomplete, or misleading safety information about a prescription medication could lead patients to take a contraindicated drug, miss critical warning signs, or fail to discontinue the medication when required, potentially resulting in serious injury or death. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified healthcare professionals, up-to-date information consistent with current FDA prescribing information, and clear guidance to consult healthcare providers.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major safety categories required by FDA, Clear organization with distinct sections for different safety categories, Includes FDA adverse event reporting information, Provides specific guidance for the higher-dose formulation, Contraindications are clearly listed in plain language • Weaknesses: No date stamp or version number for the safety information, The 7.2mg Wegovy HD dose is not a standard FDA-approved dose, which may confuse patients, No links to full prescribing information document (only mentioned), No interactive elements to help patients understand complex medical information, No clear instruction to consult a healthcare provider before making medication decisions • Mc Description: The main content consists of important safety information for Wegovy (semaglutide), including FDA-mandated black box warnings about thyroid C-cell tumor risk, contraindications, warnings and precautions (pancreatitis, gallbladder disease, hypoglycemia, kidney injury, hypersensitivity, pregnancy, diabetic retinopathy, heart rate increase, suicidal behavior), common side effects, drug interactions, and use in specific populations. Additional warnings for a higher-dose formulation (7.2mg) are included.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy approval badge present in footer • Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Company has established telehealth operations with licensed providers

Trust Analysis

Transparency: Moderate transparency. The page clearly identifies itself as belonging to Hims and provides standard regulatory safety information. However, it lacks author attribution, review dates, and direct contact information that would be expected on a high-quality YMYL health page. • Trust Factors: LegitScript approved pharmacy badge displayed, Publicly traded company with regulatory oversight, Content aligns with FDA-approved prescribing information, Noindex/nofollow signals appropriate internal use, Legal and privacy documentation linked in footer, Telehealth consent documentation linked • Distrust Factors: No named medical author or reviewer on the page, No direct contact information on the page itself, No publication or last-reviewed date, No structured data to verify content claims, The 7.2mg dose reference is not a standard FDA-approved Wegovy dose, raising questions about the scope of prescribing

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'company': 'Hims & Hers Health, Inc.', 'legitimacy': 'LegitScript approved pharmacy', 'stock_listing': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents itself as important safety information for Wegovy. The content is accurate and consistent with FDA prescribing information. The noindex/nofollow meta tag indicates the page is not intended to manipulate search rankings.

Harm Analysis

Severity: none • Harm Details: The page provides legitimate safety information for a prescription medication. The content is designed to protect patients by informing them of risks, contraindications, and warnings. The mention of a 7.2mg dose that is not standard FDA-approved could potentially cause confusion, but this appears to be a Hims-specific compounded or titrated formulation context rather than deliberate misinformation. No harmful, misleading, or deceptive content is identified.

Ads Analysis

Ad Placement: The page structure data indicates ads are present, but based on the content excerpt, the primary visible promotional content is the Hims app download CTA in the footer, which is standard site navigation/promotion rather than third-party advertising. This is appropriate for a telehealth company's patient-facing safety page. • User Experience Impact: Minimal negative impact. The app download promotion is in the footer and does not obstruct the main safety information content.

Recommendations

Critical Issues

• The 7.2mg Wegovy HD dose referenced is not a standard FDA-approved dose for Wegovy; this should be clearly explained or contextualized to avoid patient confusion

• No named medical author or reviewer is identified, which is a significant gap for YMYL health content

Improvements

• Add named medical author(s) and reviewer(s) with credentials to the page

• Include a publication date and last-reviewed date for the safety information

• Add structured data (MedicalWebPage schema) to improve trust signals

• Provide a direct link to the full FDA prescribing information PDF

• Add clear contact information for patients to reach Hims medical support

• Clarify the regulatory status of the 7.2mg Wegovy HD formulation referenced

• Add an explicit recommendation to consult a healthcare provider before making medication decisions

Strengths

• Accurate reproduction of FDA-approved safety information including mandatory black box warnings

• Published by a LegitScript-approved, publicly traded telehealth company with established credibility

• Appropriate use of noindex/nofollow indicating responsible content management

• Comprehensive coverage of all major safety categories including contraindications, warnings, side effects, and drug interactions

• Includes FDA adverse event reporting contact information

195 https://hims.com/important-safety/zepbound 55

Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:39

Scores at a Glance

55	PQ Score	60	E-E-A-T Overall	45	Experience	65	Expertise
70	Authoritativeness	60	Trust	60	Content Effort	30	Originality
65	Skill	85	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to provide Important Safety Information (ISI) for Zepbound (tirzepatide) to current or prospective Hims patients, fulfilling a regulatory and ethical obligation to disclose medication risks, contraindications, warnings, and side effects. • Rating Justification: The page serves a legitimate and important purpose — providing FDA-required Important Safety Information for a prescription weight-loss medication to patients of Hims. The content is accurate, comprehensive, and sourced from official prescribing information. However, it lacks author attribution, a review date, and direct contact information. It is marked noindex/nofollow, indicating it is a compliance/reference page rather than a primary content page. The absence of E-E-A-T signals like named medical reviewers and the lack of supplementary context (e.g., what to do if you experience side effects, how to contact a provider) limit its quality rating. It meets minimum standards for a safety information page but does not exceed them.

E-E-A-T

Overall	60
Experience	45
Expertise	65
Authoritativeness	70
Trust	60

E-E-A-T Analysis

Key Strengths: Content is derived directly from FDA-approved prescribing information for Zepbound, LegitScript pharmacy verification badge present, Links to authoritative external sources (DailyMed, FDA MedWatch), Published by a regulated, publicly traded telehealth company, Includes full black box warning, contraindications, warnings, and drug interactions • Key Weaknesses: No named medical author or reviewer identified on the page, No date of last content review or update, No direct contact information on the page, No About page link visible in the page content, Page is marked noindex/nofollow, limiting its discoverability and accountability signals • Trust Evidence: The page has a LegitScript badge, links to official FDA resources, includes telehealth consent and privacy policy links, and is marked noindex/nofollow suggesting it is an internal compliance/safety page rather than a public-facing marketing page. However, there is no named author, no medical reviewer identified, no date of last review, and no contact information on the page itself. • Expertise Evidence: The content reproduces the official FDA prescribing information and Important Safety Information (ISI) for Zepbound (tirzepatide), which is medically accurate and sourced from regulatory documentation. A link to DailyMed (NIH) for the black box warning is provided. The content reflects pharmaceutical/medical expertise but no named medical author or reviewer is identified on the page. • Experience Evidence: The page is published by Hims & Hers Health, Inc., a publicly traded telehealth company that prescribes and dispenses medications including Zepbound. The company has direct operational experience dispensing this medication to patients. However, no individual practitioner experience is cited on this specific page. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, which is a recognized pharmacy verification credential. The content mirrors official FDA-approved prescribing information. The page links to FDA MedWatch and DailyMed, authoritative external sources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides medical safety information about a prescription GLP-1/GIP receptor agonist medication (tirzepatide/Zepbound) used for weight loss and sleep apnea. It includes black box warnings about thyroid C-cell tumors, contraindications, drug interactions, pregnancy warnings, and serious adverse event information. Incorrect, incomplete, or misleading information could directly harm patients. • Potential Harm: Patients who misread or misunderstand the safety information could take the medication when contraindicated (e.g., with a history of MTC or MEN2), fail to recognize serious adverse events like pancreatitis or anaphylaxis, or make incorrect decisions about contraception or pregnancy. Inaccurate drug interaction information could lead to dangerous medication combinations. • Standards Required: Highest E-E-A-T standards apply. Content must be medically accurate, authored or reviewed by qualified healthcare professionals, clearly dated, and provide clear pathways for patients to seek professional medical advice. The source and credentials of the information must be transparent.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all required ISI sections for Zepbound, Clear, structured presentation with logical section organization, Includes link to full prescribing information (DailyMed) and FDA adverse event reporting, Covers critical safety information including black box warning prominently, Appropriate use of medical terminology consistent with FDA labeling • Weaknesses: No introductory context explaining what Zepbound is or who this page is for beyond a brief sentence, No guidance on what patients should do if they experience side effects or have questions, No date stamp or version information for the ISI, No named medical reviewer or author, Footer app download promotion feels out of place on a medical safety information page • Mc Description: The main content is the complete Important Safety Information (ISI) for Zepbound (tirzepatide), including the FDA black box warning about thyroid C-cell tumors, indications, limitations of use, contraindications, warnings and precautions (pancreatitis, gallbladder disease, GI disease, hypoglycemia, kidney injury, hypersensitivity, reproductive considerations, pregnancy, diabetic retinopathy, suicidal behavior, pulmonary aspiration), side effects, drug interactions, and use in specific populations.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript pharmacy verification badge present in footer • Company operates as a licensed telehealth platform subject to state medical board and pharmacy regulations

Trust Analysis

Transparency: Moderate transparency. The publisher (Hims & Hers Health, Inc.) is clearly identified in the footer with copyright notice and trademark information. The company's regulatory status (LegitScript) is disclosed. However, the page lacks transparency about who authored or reviewed the medical content, when it was last updated, and how patients can contact a healthcare provider with questions about the information. • Trust Factors: Published by Hims & Hers Health, Inc., a publicly traded, regulated telehealth company, LegitScript approval badge indicates pharmacy compliance verification, Content accurately reproduces FDA-approved prescribing information, Links to authoritative external sources (DailyMed/NIH, FDA MedWatch), Includes comprehensive legal/privacy footer with terms, privacy policy, and telehealth consent, Structured data (Product schema) is consistent with page content, Page is marked noindex/nofollow, suggesting it is an internal compliance resource • Distrust Factors: No named medical author or reviewer identified, No date of last content review or update, No direct contact information on the page itself, No About page link in the main content area, The page appears to be a compliance/legal page rather than a patient-centered resource, Presence of product pricing ($1,899) in structured data on a safety information page raises commercial context concerns

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'verification': 'LegitScript approved pharmacy', 'regulatory_status': 'Licensed telehealth platform operating in multiple US states', 'named_medical_author': 'None identified on this page'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Content is largely reproduced from FDA prescribing information, but this is appropriate and required for a pharmaceutical safety page — it does not constitute spam or copied content in a deceptive sense

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose — providing Important Safety Information for Zepbound. The title accurately describes the content. The information presented is consistent with FDA-approved labeling. There is no evidence of hidden advertising, misleading claims, or design elements intended to confuse users. The noindex/nofollow meta tags suggest the page is not intended to manipulate search rankings.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It accurately reproduces FDA-approved safety information for a prescription medication. The information is designed to protect patients by informing them of risks, contraindications, and warnings. There is no evidence of misleading claims, omission of critical safety information, or content that could directly harm individuals or groups.

Ads Analysis

Ad Placement: The page includes a footer section promoting the Hims mobile app with a QR code and download button. While not traditional third-party advertising, this is a promotional element on a medical safety information page. The structured data also includes product pricing ($1,899), which is commercial in nature. • User Experience Impact: The app download promotion in the footer is not obstructive to the main safety content and appears below all medical information. However, its presence on a page dedicated to medication safety information is somewhat incongruous and may slightly undermine the page's credibility as a purely informational resource.

Recommendations

Critical Issues

• No named medical author or reviewer identified — critical gap for a YMYL health page containing prescription medication safety information

• No date of last content review — patients cannot verify if the ISI reflects current FDA-approved labeling, which is a patient safety concern

Improvements

• Add a named medical author or reviewer (e.g., 'Reviewed by [Name], MD, [Specialty]') with credentials and review date

• Include a clearly visible 'Last reviewed/updated' date to ensure patients know the ISI is current

• Add direct contact information or a clear call-to-action directing patients to contact their Hims provider with questions about the safety information

• Include a brief disclaimer clarifying that this ISI does not replace consultation with a healthcare provider and that patients should discuss any concerns with their prescriber

• Consider adding a link to the full prescribing information PDF in addition to the DailyMed link for easier patient access

• Remove or relocate the app download promotion from this page to maintain the integrity of a medical safety information resource

• Add an About/Company page link in the main content area to improve transparency

Strengths

• Accurate and comprehensive reproduction of FDA-approved Important Safety Information for Zepbound

• Includes all required sections: black box warning, contraindications, warnings, side effects, drug interactions, and population-specific guidance

• Links to authoritative external sources (DailyMed/NIH, FDA MedWatch) for verification and adverse event reporting

• Published by a LegitScript-verified, publicly traded telehealth company with established regulatory compliance

• Clear page title and purpose — no misleading elements or deceptive design

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Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:34

Scores at a Glance

58	PQ Score	65	E-E-A-T Overall	55	Experience	70	Expertise
72	Authoritativeness	65	Trust	65	Content Effort	60	Originality
68	Skill	60	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a marketing/sales landing page for 'Labs by Hims,' a direct-to-consumer health testing subscription service. It aims to inform potential customers about the service's features (130+ health signals, Action Plan, provider access) and convert them to purchasers. • Rating Justification: This is a commercial product landing page for a YMYL health service from an established, publicly traded telehealth company. It features named medical experts, appropriate disclaimers, and structured content. However, it lacks key trust signals expected for YMYL health content: no contact info, no author info on page, no external citations, unverified comparative claims ('5x more,' '$1,000s less'), and the cancer screening add-on is explicitly not FDA approved. The page serves its commercial purpose adequately but falls short of the high standards required for YMYL health content.

E-E-A-T

Overall	65
Experience	55
Expertise	70
Authoritativeness	72
Trust	65

E-E-A-T Analysis

Key Strengths: Named, credentialed medical professionals identified as overseeing the service, Partnership with established clinical test provider (Galleri by GRAIL), Appropriate medical disclaimers present for YMYL health content, Structured data implemented (BreadcrumbList schema), Hims is a publicly traded, established telehealth company with regulatory oversight • Key Weaknesses: No author attribution on the page itself, No visible contact information or About page link, Superscript claims (1, 2, 3) reference footnotes not visible in excerpt, No external citations, clinical studies, or peer-reviewed references, No patient testimonials or real-world outcome data visible, Cancer screening test explicitly noted as not FDA approved • Trust Evidence: The page includes important medical disclaimers (lab results not intended to diagnose/treat/cure, eligibility required, not available in Hawaii, cancer test not FDA approved). It mentions provider follow-ups and 24/7 messaging. However, there is no visible contact information, no About page link, no author byline on the page itself, and no privacy/HIPAA information visible in the excerpt. The superscript footnotes (1, 2, 3) suggest referenced claims but sources are not visible. • Expertise Evidence: Named medical experts with credentials are cited: Dr. Patrick Carroll (CMO, family practice/executive medical leadership) and Dr. Peter Stahl (urology, hormonal health, sexual medicine). The service claims 'doctor developed insights and action plans.' The page references specific medical domains: hormones, metabolism, inflammation, thyroid, lipids, nutrients. However, no peer-reviewed citations or clinical study references are provided. • Experience Evidence: The page is a product/service landing page for a commercial health testing service. It references real-world clinical experience through named medical professionals (Dr. Patrick Carroll, MD - CMO; Dr. Peter Stahl, MD - urology specialist), suggesting the service is backed by practicing physicians. However, there is no first-person patient experience, case studies, or testimonials visible in the excerpt. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition in men's health. The page references a partnership with Galleri (GRAIL) for multi-cancer testing, a recognized clinical-grade test. The service involves licensed providers and CLIA-certified lab processes implied by the clinical context. No external authoritative endorsements or certifications are explicitly shown on this page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes a medical laboratory testing service that tests for 'signals of 1,000+ health conditions' including cancer screening. It involves health decisions, medical test interpretation, provider-prescribed services, and includes a cancer screening test. Users may make significant health decisions based on this service's results and recommendations. • Potential Harm: Users could make inappropriate health decisions based on lab results without proper medical supervision. The cancer screening test (Galleri) is explicitly not FDA approved, creating risk of false reassurance or unnecessary anxiety. Comparative claims ('5x more,' '$1,000s less') could mislead users about the value relative to traditional healthcare. Users might delay seeking conventional medical care in favor of this service. • Standards Required: Highest E-E-A-T standards required. Medical claims must be accurate and evidence-based. All limitations must be clearly disclosed. Provider credentials must be verifiable. Regulatory compliance (CLIA, state medical board) should be evident. FDA approval status of tests must be transparent.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear value proposition communicated immediately, Specific health domains covered are enumerated (hormones, thyroid, metabolism, lipids, nutrients, inflammation, biological age), Named medical experts with specialties provide credibility, Comparison table provides concrete differentiation from standard care, Medical disclaimers are present and appropriately detailed, Cancer screening section includes important safety information • Weaknesses: Heavy CSS/media query code in the content excerpt reduces readability of the raw content, No H2 headings detected, suggesting potential structural issues for accessibility and SEO, Footnoted claims (1, 2, 3) are referenced but not fully visible/explained in the excerpt, No pricing information visible, which is important for a commercial service, No FAQ section addressing common health testing questions, No patient reviews or outcome data visible • Mc Description: The main content is a structured commercial landing page promoting a direct-to-consumer lab testing subscription service. It covers: hero section with value proposition, what is tested (130+ health signals across hormones, metabolism, inflammation, etc.), how it works, the Action Plan feature, a comparison with routine labwork, cancer screening add-on (Galleri partnership), and expert profiles of supervising physicians.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Partnership with GRAIL (Galleri multi-cancer test) - established clinical diagnostics company • Named CMO Dr. Patrick Carroll, MD with verifiable credentials • Named specialist Dr. Peter Stahl, MD with verifiable credentials

Trust Analysis

Transparency: Partial transparency. The page includes important medical disclaimers and identifies supervising physicians, but lacks standard trust signals expected for a YMYL health service: no contact info, no About page, no regulatory/accreditation information, and comparative marketing claims with footnotes that are not fully explained in the visible content. • Trust Factors: Publicly traded telehealth company with regulatory oversight and public financial disclosures, Named, credentialed medical professionals overseeing the service, Partnership with GRAIL for cancer screening adds third-party credibility, Medical disclaimers present and appropriately detailed, Provider involvement (eligibility required, provider order required) suggests regulatory compliance, Structured data implementation shows technical professionalism, 24/7 provider messaging and critical result follow-up protocols mentioned • Distrust Factors: No contact information visible on the page, No About page link visible, No author attribution for the page content itself, Footnoted claims not fully substantiated in visible content, Cancer screening test not FDA approved - presented without sufficiently prominent disclosure, No visible privacy policy, HIPAA compliance, or data security information, No visible CLIA certification or lab accreditation information, No customer reviews or independent third-party validation visible

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'cmo': 'Dr. Patrick Carroll, MD - Chief Medical Officer', 'company': 'Hims & Hers Health, Inc.', 'specialist': 'Dr. Peter Stahl, MD - Urology, Hormonal Health, Sexual Medicine', 'service_type': 'Direct-to-consumer health testing and telehealth', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Publicly traded telehealth company'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims • unsubstantiated_comparative_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected, Content is original commercial marketing for a legitimate business, No keyword stuffing or manipulative SEO patterns detected, No suspicious patterns flagged in page structure data

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in purpose or design - it is clearly a commercial landing page for a health testing service. However, there are minor informational concerns: (1) Comparative claims ('5x more about your body,' '$1,000s less') use footnotes that are not fully explained in the visible content, which could mislead users about the basis for these claims. (2) The cancer screening test's non-FDA-approved status is disclosed but not prominently featured upfront. (3) The headline 'Test for signals of 1,000+ health conditions' with a superscript footnote suggests the claim requires qualification that may not be immediately apparent to users.

Harm Analysis

Severity: low • Harm Details: The page contains potentially misleading elements: (1) The cancer screening test (Galleri) is not FDA approved but is presented as a premium health service without sufficiently prominent upfront disclosure of this limitation. (2) Claims like 'Test for signals of 1,000+ health conditions' and 'Identify what's out of range even before symptoms may arise' may create unrealistic expectations about the predictive power of blood biomarker testing. (3) Comparative claims ('5x more,' '$1,000s less') are unverified in the visible content. However, the page does include appropriate disclaimers and the service involves licensed providers, mitigating direct harm risk.

Ads Analysis

Ad Placement: The page is flagged as having ads present. As a commercial product page, the primary 'ads' are the service's own promotional content (CTAs to 'Start testing'). Any third-party advertising is not described in the excerpt. The page appears to be primarily a product landing page rather than a content page with display advertising. • User Experience Impact: The multiple 'Start testing' CTAs throughout the page are standard for commercial landing pages and do not appear to obstruct the main content. The page structure suggests a clean commercial layout without intrusive advertising.

Recommendations

Critical Issues

• Missing contact information and About page - critical trust signals for a YMYL health service that could affect user confidence and regulatory perception

• Non-FDA-approved cancer screening test (Galleri) needs more prominent upfront disclosure to prevent potential harm from false reassurance or inappropriate reliance on the test

Improvements

• Add visible contact information (phone, email, physical address) to establish basic trust signals required for YMYL health pages

• Include an About page link and company background information including regulatory compliance (CLIA certification, state medical board oversight)

• Fully explain all footnoted claims (1, 2, 3) with transparent methodology - especially the '5x more' and '$1,000s less' comparative claims

• Add more prominent disclosure of the Galleri cancer test's non-FDA-approved status at the point of first mention, not just in fine print

• Include external citations or references to clinical studies supporting the health signal testing methodology

• Add patient testimonials, outcome data, or independent third-party validation of the service's effectiveness

• Include visible HIPAA compliance and data security information given the sensitive health data being collected

• Add H2 headings to improve content structure and accessibility

• Include pricing information to improve transparency for potential customers

• Add a FAQ section addressing common questions about lab testing accuracy, limitations, and when to seek additional medical care

Strengths

• Named, credentialed medical professionals (Dr. Patrick Carroll, Dr. Peter Stahl) provide genuine expertise signals

• Partnership with GRAIL (Galleri) adds third-party clinical credibility to the cancer screening offering

• Appropriate and detailed medical disclaimers demonstrate responsible health communication

• Hims & Hers Health, Inc. is a publicly traded company with established brand recognition and regulatory oversight in telehealth

• Structured data implementation and professional technical execution demonstrate investment in quality

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Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:38

Scores at a Glance

55	PQ Score	63	E-E-A-T Overall	55	Experience	60	Expertise
70	Authoritativeness	65	Trust	55	Content Effort	60	Originality
60	Skill	65	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page explaining the Hims Labs Action Plan service — a doctor-developed health plan based on lab results, including lifestyle guidance, Rx access if eligible, and ongoing provider messaging. It successfully communicates the five-step process and drives users to 'Get started.' • Rating Justification: This is a commercial landing page for a legitimate telehealth company's lab testing service. It meets basic quality standards: it has a clear purpose, appropriate disclaimers, structured data, and comes from a reputable brand. However, it falls short of high quality due to very thin content (479 words), no named medical experts, no H2 structure, no author information, and limited depth of information about the actual service. For a YMYL health topic, higher standards apply and this page does not fully meet them. It is not harmful or deceptive, placing it at medium rather than low.

E-E-A-T

Overall	63
Experience	55
Expertise	60
Authoritativeness	70
Trust	65

E-E-A-T Analysis

Key Strengths: Established, publicly traded telehealth company with LegitScript approval, Appropriate medical and regulatory disclaimers present, Structured data (BreadcrumbList) implemented correctly, Clear geographic and eligibility restrictions disclosed, Links to legal/compliance pages in footer • Key Weaknesses: No named medical professionals or authors identified on the page, No direct contact information visible on the page, No About page linked from this specific page, Thin content (479 words) for a health-related service page, No clinical evidence, studies, or references cited • Trust Evidence: LegitScript certification is present in the footer. Legal disclaimers are included (FDA status of compounded drugs, cancer screening limitations, geographic restrictions). Canonical URL is properly set. Privacy policy, terms, and consumer health data privacy policy are linked. However, no named authors, no About page linked from this page, and no contact info visible on the page itself. • Expertise Evidence: The page references 'doctor-developed' action plans and licensed providers, implying medical expertise behind the product. However, no named medical professionals, credentials, or clinical references are displayed on this specific page. The disclaimers about compounded drugs, FDA approval status, and cancer screening limitations show awareness of regulatory nuance. • Experience Evidence: The page is from Hims, a publicly traded telehealth company (NYSE: HIMS) with real-world experience delivering healthcare services. The product described (Labs Action Plan) implies doctor involvement in developing plans, but no specific physician authors or case studies are presented on this page. The service claims provider messaging and critical result follow-up, suggesting operational experience. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a well-known, publicly traded telehealth company with LegitScript approval (visible in footer), regulatory compliance language, and established brand presence. The domain hims.com is authoritative in the men's health telehealth space. The page links to terms, privacy policy, telehealth consent, and open payments disclosures.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly relates to medical laboratory testing, doctor-developed health action plans, prescription medication access, and cancer screening. These topics directly impact physical health and safety decisions. Users may make decisions about their healthcare based on this content. • Potential Harm: Users could make health decisions based on incomplete information. The page promotes access to Rx medications and cancer screening tests, which carry significant health implications if misunderstood. The disclaimer that 'lab results alone are not intended to diagnose, treat, or cure any condition' and cancer screening limitations are important but may not be sufficiently prominent. • Standards Required: Highest E-E-A-T standards apply. Named medical professionals, clinical evidence, clear explanation of service limitations, transparent pricing, and robust contact/support information should be present. The page partially meets these standards through disclaimers and brand reputation but lacks named expert authorship and clinical depth.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear five-step structure makes the service easy to understand, Appropriate disclaimers for medical claims and FDA status, Geographic and eligibility restrictions clearly noted, Professional visual presentation with responsive images • Weaknesses: Extremely thin textual content (479 words) for a YMYL health service page, No H2 headings to organize content sections, No information about what specific tests are included, No pricing information, No named medical professionals or credentials, No patient testimonials or clinical outcomes data, No explanation of how the 'doctor-developed' plans are created • Mc Description: The main content describes a five-step Labs Action Plan: (1) learn where to focus for health, (2) get expert guidance, (3) access Rx if eligible, (4) track progress with follow-up testing, (5) ongoing provider messaging. Each step has a brief description and a 'Get started' CTA. There is a hero section and a closing CTA section. The content is primarily marketing-oriented with minimal substantive health information.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript certification (visible in footer) • NYSE-listed public company (Hims & Hers Health, Inc.) • Established telehealth brand with significant market presence • Links to terms, privacy policy, telehealth consent, open payments

Trust Analysis

Transparency: Moderate transparency. The company is publicly identified (Hims & Hers Health, Inc.), legal disclaimers are present, and regulatory compliance language is used. However, the specific doctors or medical team behind the 'doctor-developed' plans are not identified, and there is no direct contact information on the page itself. • Trust Factors: LegitScript pharmacy certification displayed in footer, Publicly traded company with regulatory oversight, Comprehensive legal/compliance footer links including Consumer Health Data Privacy Policy, Canonical URL properly implemented, Structured data correctly implemented, Appropriate medical disclaimers throughout, No suspicious patterns detected • Distrust Factors: No contact information visible on the page, No named medical professionals or authors, No About page linked from this specific page, Very thin content for a health service page, No clinical evidence or references cited, Ads present on a health-related page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'service_type': 'Telehealth platform', 'stock_listing': 'NYSE: HIMS', 'certifications': ['LegitScript Approved'], 'regulatory_compliance': ['Telehealth Consent & Open Payments', 'Consumer Health Data Privacy Policy']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial landing page for a legitimate telehealth service. The purpose (selling a lab testing and action plan service) is clear. Disclaimers are present and not hidden. The 'doctor-developed' claim is marketing language that could be considered vague but is not outright deceptive given the company's telehealth model. No dark patterns or obstructive design elements detected.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. Medical disclaimers are present and appropriate. The cancer screening disclaimer explicitly notes limitations including false positives/negatives and the need for additional diagnostic testing. The compounded drug FDA disclaimer is present. Geographic restrictions are noted. The content is promotional but not deceptive or harmful.

Ads Analysis

Ad Placement: The page is flagged as having ads present, likely through GTM (Google Tag Manager container GTM-KZL9BCQ is implemented). The ads appear to be standard digital advertising rather than intrusive interstitials. The main content is not obstructed by advertising. • User Experience Impact: Minimal negative impact. The page's primary commercial purpose is to sell the Hims Labs service, and any advertising present appears to be standard and non-obstructive to the main content experience.

Recommendations

Critical Issues

• YMYL health content with no named medical authors or credentials — this is a significant E-E-A-T gap that will limit ranking potential for health queries

• Extremely thin content (479 words) for a health service page that involves prescription medications and cancer screening — insufficient to demonstrate expertise or satisfy user informational needs

Improvements

• Add named medical professionals with credentials who developed or oversee the action plans

• Significantly expand content depth — explain what specific biomarkers are tested, how action plans are created, and what clinical evidence supports the approach

• Add H2 headings to properly structure the content sections

• Include contact information (phone, email, or chat) directly on the page

• Add an FAQ section addressing common questions about the service, accuracy, and limitations

• Include patient outcomes data or clinical validation information

• Add pricing transparency to help users make informed decisions

• Link to or include an About/Medical Team page to establish expertise

• Expand disclaimers to be more prominent, particularly around cancer screening limitations

Strengths

• Legitimate, publicly traded company with LegitScript certification providing strong baseline trust

• Appropriate medical and regulatory disclaimers present throughout the page

• Clean, professional design with proper technical implementation (structured data, canonical URL, responsive images)

• Clear service value proposition communicated through well-organized five-step structure

• Comprehensive legal/compliance footer with privacy policy, terms, telehealth consent, and consumer health data privacy policy

198 https://hims.com/labs/biomarkers 56

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:38

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	65	Expertise
60	Authoritativeness	55	Trust	72	Content Effort	65	Originality
68	Skill	75	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product information page for Hims Labs biomarker testing service, explaining what biomarkers are tested, why they matter, and encouraging users to purchase the service. It successfully communicates the scope and value of the testing panel. • Rating Justification: The page is a well-structured commercial product page for a health testing service from a known telehealth company. It provides substantive information about each biomarker tested, organized into logical health categories. However, it lacks key trust signals required for YMYL health content: no named medical authors, no credentials displayed, no external citations, and no contact information. The content is accurate but serves primarily as a sales/marketing page rather than a comprehensive health information resource. The disclaimers present are appropriate but the overall E-E-A-T signals are insufficient for the highest quality ratings given the YMYL nature of the content.

E-E-A-T

Overall	56
Experience	45
Expertise	65
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Medically accurate descriptions of biomarkers with appropriate clinical context, Includes important disclaimers about limitations of lab results, Provider involvement mentioned (orders, critical result follow-up, messaging), Hims is a recognized, publicly traded telehealth company, Comprehensive coverage of 75+ biomarkers across 10 health categories • Key Weaknesses: No named medical authors or reviewers identified, No credentials or qualifications displayed for content creators, No contact information visible on the page, No citations to peer-reviewed medical literature, Primarily a commercial sales page rather than an informational health resource, No patient reviews or testimonials visible in the excerpt • Trust Evidence: The page includes important disclaimers ('Lab results alone are not intended to diagnose, treat, or cure any condition', 'Not available in Hawaii. Eligibility and provider order required.'). Structured data is present. However, there is no visible contact information, no about page link, no named authors, and no external credentials or certifications displayed. The page is primarily a commercial sales page. • Expertise Evidence: Content references 'doctor developed insights' and mentions provider involvement (provider order required, 24/7 provider messaging, provider outreach for critical results). Biomarker descriptions are medically accurate and use appropriate clinical terminology. However, no specific medical professionals are named or credentialed, and no author attribution is provided. • Experience Evidence: The page is a product/service landing page for Hims Labs biomarker testing. There is no first-person experience shared, no patient testimonials visible in the excerpt, and no demonstration of lived experience with the testing process. The content is written from a clinical/marketing perspective rather than from direct user experience. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company with established brand recognition in men's health. The domain hims.com is a known commercial health platform. However, this specific page lacks citations to medical literature, external validation, or named medical advisors.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly relates to medical health testing, biomarker interpretation, and health screening. It discusses conditions detectable through blood tests, hormone levels, cancer screening (PSA), cardiovascular risk markers, and metabolic health indicators. Users may make health decisions based on this information and the testing service offered. • Potential Harm: Users could make inappropriate health decisions based on misunderstanding of biomarker results. The service involves medical testing that could lead to anxiety, misinterpretation of results, or delayed proper medical care if users rely solely on this service rather than consulting qualified physicians. Cancer screening (PSA) and other serious health markers are included. • Standards Required: Highest E-E-A-T standards required. Named medical professionals with verifiable credentials should review and author content. Clear disclaimers about the limitations of testing, when to seek medical care, and the non-diagnostic nature of results are essential. External citations to clinical guidelines would strengthen credibility.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all biomarkers in the panel with individual explanations, Clear organization into logical health categories, Accessible language that explains medical concepts to lay users, Consistent format for each biomarker description, Important disclaimers about the non-diagnostic nature of results, Clear indication of which markers are tested twice per year vs. once • Weaknesses: No H1 or H2 headings detected, which affects content structure and accessibility, No named medical authors or reviewers to establish credibility, Lacks reference ranges or clinical thresholds for each biomarker, No links to supporting medical literature or clinical guidelines, Marketing language ('smarter', 'optimize long-term wellness') mixed with clinical information, No information about laboratory accreditation or testing methodology • Mc Description: The main content is a comprehensive product information page detailing the biomarkers included in the Hims Labs health testing panel. It is organized into 10 health categories (Heart, Metabolic, Hormone, Inflammation & Stress, Thyroid, Kidney, Liver, Immune, Nutrients, Blood) with individual descriptions for each of the 75+ biomarkers. Each entry explains the biomarker's function and the significance of healthy levels.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant market presence • Subject to FDA and FTC regulatory oversight as a healthcare company

Trust Analysis

Transparency: Moderate transparency. The page includes important disclaimers about limitations and provider requirements, but lacks transparency about who developed the panel, which laboratories process the tests, what accreditations are held, and who the medical team is. For a YMYL health service, greater transparency about the medical and scientific team would significantly improve trust. • Trust Factors: Hims is a publicly traded, regulated telehealth company with established brand reputation, Page includes medical disclaimers about non-diagnostic nature of results, Provider involvement required for ordering and interpreting results, Structured data implemented correctly, Service requires provider eligibility review, suggesting medical oversight, 24/7 provider messaging and critical result follow-up mentioned • Distrust Factors: No contact information visible on the page, No named medical authors or reviewers, No about page link visible, No laboratory accreditation information (CLIA, CAP) mentioned, No external certifications or third-party validations displayed, Primarily a commercial sales page with limited transparency about medical team

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'domain': 'hims.com', 'sector': 'Digital health / telehealth', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'medical_oversight': 'Provider-ordered testing with 24/7 provider messaging'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is specific to the Hims Labs product and not generic filler content, No keyword stuffing or manipulative SEO patterns detected in excerpt

Deception Analysis

Severity: none • Deception Details: The page is clearly a commercial product page for a health testing service. The purpose (selling a subscription testing service) is transparent. Disclaimers are present and visible. The marketing claim about detecting 'signals of 1,000+ conditions' is aggressive but the disclaimer clarifies that results are not diagnostic. No hidden fees or misleading pricing detected (price shown as $499 discounted to $349/year). The 'less than $1/day' framing is standard marketing math.

Harm Analysis

Severity: none • Harm Details: The page includes appropriate disclaimers stating that lab results are not intended to diagnose, treat, or cure any condition, and that provider eligibility and orders are required. The content does not make false medical claims. The marketing claim of detecting 'signals of 1,000+ conditions' is aggressive but not clearly false. The service appears to be a legitimate medical testing service with provider oversight.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but given this is a commercial product page for Hims' own service, the 'ads' likely refer to promotional content for the Hims Labs service itself (CTAs, pricing banners) rather than third-party advertising. The promotional content is integrated into the page design. • User Experience Impact: The promotional elements (pricing, CTAs to 'Get started') are integrated throughout the content but do not appear to obstruct the main informational content about biomarkers. The page structure allows users to access the biomarker information without being blocked by advertising.

Recommendations

Critical Issues

• No named medical authors or reviewers identified - critical gap for YMYL health content requiring highest E-E-A-T standards

• No laboratory accreditation information provided - users cannot verify the quality and reliability of the testing process

• Missing contact information reduces trust and transparency for a health service handling sensitive medical data

Improvements

• Add named medical professionals (MDs, PhDs) who developed and reviewed the biomarker panel, with their credentials and affiliations

• Include laboratory accreditation information (CLIA certification, CAP accreditation) to establish testing quality standards

• Add citations to peer-reviewed clinical literature supporting the selection and interpretation of each biomarker

• Include an H1 heading and proper H2/H3 heading structure for accessibility and SEO

• Add visible contact information (phone, email, address) for the medical/customer service team

• Include reference ranges for each biomarker to provide more actionable educational value

• Add a dedicated 'About Our Medical Team' section explaining the clinical expertise behind the panel

• Include information about which CLIA-certified laboratories process the tests

• Add patient testimonials or case studies demonstrating real-world value of the testing service

• Provide clearer explanation of how the '1,000+ conditions' claim is substantiated

Strengths

• Comprehensive coverage of 75+ biomarkers with individual, medically accurate descriptions organized into logical health categories

• Appropriate medical disclaimers clearly stating results are not diagnostic and provider orders are required

• Hims & Hers Health is a publicly traded, regulated company with established brand reputation in telehealth

• Provider oversight built into the service model (required orders, critical result follow-up, 24/7 messaging)

• Consistent, accessible writing style that explains complex medical concepts to lay audiences

• Structured data implementation and clear breadcrumb navigation

199 https://hims.com/labs/blood-health 63

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:45

Scores at a Glance

62	PQ Score	66	E-E-A-T Overall	55	Experience	68	Expertise
72	Authoritativeness	70	Trust	70	Content Effort	65	Originality
72	Skill	78	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to educate visitors about blood health biomarkers and promote Hims Labs blood testing service, successfully explaining what is tested, why it matters, and how the service works. • Rating Justification: The page is a product/service landing page for Hims Labs blood health testing. It provides genuinely useful educational content about blood biomarkers, supported by peer-reviewed citations and reviewed by a named MD. However, it is primarily a commercial page designed to convert visitors to paying customers, which limits its informational depth. The content is accurate and helpful but not comprehensive enough to be considered high quality for a YMYL health topic. The lack of H1/H2 structural headings (per metadata), missing author bio details, and absence of contact information on the page reduce the rating. The medical disclaimer and cited sources elevate it above low quality.

E-E-A-T

Overall	66
Experience	55
Expertise	68
Authoritativeness	72
Trust	70

E-E-A-T Analysis

Key Strengths: Named MD reviewer (Felix Gussone, MD) with publication date, Extensive peer-reviewed citations from authoritative sources (NIH, WHO, PubMed), Clear medical disclaimer present, Legitimate, publicly traded telehealth company with millions of customers, Structured data implemented correctly, Accurate clinical descriptions of biomarkers • Key Weaknesses: No H1 or H2 headings detected in page structure metadata (though content sections exist), Author bio/credentials not detailed on the page itself, No direct contact information visible on this page, About page link not surfaced in page metadata, Commercial intent is primary driver of content, No independent third-party reviews or certifications cited • Trust Evidence: The page includes a medical disclaimer stating 'This information is not medical advice and lab results alone are not intended to diagnose, treat, or cure any condition.' Sources and references are listed with links to peer-reviewed literature. A named MD reviewer is credited. The company is a legitimate, regulated telehealth business. However, the page lacks direct contact information, a visible about page link, and the author bio is not detailed on this page. • Expertise Evidence: Content is reviewed by Felix Gussone, MD (published 11/13/2025), providing medical expert oversight. The page accurately describes blood biomarkers (hematocrit, hemoglobin, MCHC, MCH, MCV, MPV, platelet count, RBC, RDW) with clinically appropriate explanations. Sources include peer-reviewed publications from PubMed, NIH, WHO, and American Society of Hematology. Medical terminology is used correctly with appropriate lay explanations. • Experience Evidence: The page is produced by Hims & Hers Health, Inc., a publicly traded telehealth company with over 2.4 million customers (as of June 30, 2025). The company operates a real lab testing service with healthcare provider involvement, suggesting operational experience. However, no first-person patient experiences or case studies are presented on this specific page. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth company (NYSE: HIMS). The page cites authoritative sources including WHO, NIH, American Society of Hematology, and peer-reviewed journals. The reviewer is a named MD. The company has an established reputation in the telehealth space. Breadcrumb and structured data are properly implemented.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses medical lab testing, blood health biomarkers, health conditions (anemia, leukocytosis, clotting disorders), and implies that results may lead to prescription medication recommendations. It falls squarely within the YMYL health/safety category as it could influence health decisions. • Potential Harm: Users may make health decisions based on this content, including purchasing lab tests and interpreting results. Inaccurate information could lead to delayed diagnosis, false reassurance, or inappropriate self-treatment. The page does include appropriate disclaimers but the commercial framing could lead users to over-rely on the service. • Standards Required: Highest standards of accuracy, clear medical expertise, transparent authorship, appropriate disclaimers, and clear guidance to consult healthcare providers. The page partially meets these standards with MD review and disclaimers but falls short on full transparency.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of relevant blood biomarkers with clear explanations, Well-structured FAQ addressing common user questions, Extensive peer-reviewed citations lending credibility, Clear medical disclaimer reducing potential for harm, Cross-links to related health categories providing context, Named MD reviewer with publication date • Weaknesses: Primarily serves commercial conversion rather than pure education, No H1 heading detected in page structure (structural SEO/accessibility concern), Biomarker descriptions are relatively brief and could benefit from more depth for a YMYL topic, No information about test accuracy, laboratory certifications, or CLIA compliance, The action plan and prescription medication pathway is mentioned but not explained in detail, No patient testimonials or outcome data specific to the labs service • Mc Description: The main content covers: (1) an introduction to blood health and its importance, (2) detailed descriptions of 9 blood biomarkers tested by Hims Labs, (3) reasons to use Hims Labs service, (4) related health categories, (5) a FAQ section, and (6) sources and references. The content is educational and commercially oriented.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	NYSE-listed company (HIMS) • 2.4+ million customers as of June 2025 • Named MD reviewer (Felix Gussone, MD) • Peer-reviewed citations from NIH, WHO, PubMed • Established telehealth brand with media coverage

Trust Analysis

Transparency: Moderate transparency. The company is identified, a medical reviewer is named with publication date, sources are cited, and disclaimers are present. However, the page lacks direct contact information, detailed author credentials, and information about laboratory certifications that would be expected for a YMYL health service page. • Trust Factors: Publicly traded company with regulatory oversight, Named medical reviewer with MD credentials, Peer-reviewed source citations, Clear medical disclaimer, Breadcrumb structured data properly implemented, Published date (11/13/2025) provided, 24/7 provider messaging mentioned for critical results • Distrust Factors: No direct contact information on this page, No about page link surfaced in page metadata, Author bio not detailed on the page, Commercial intent may bias content presentation, No laboratory certification information (CLIA, CAP) mentioned, The reviewer's specific credentials and affiliation with Hims not detailed

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'reviewer': 'Felix Gussone, MD', 'service_type': 'Telehealth company offering lab testing and prescription services', 'stock_ticker': 'NYSE: HIMS', 'customer_base': '2.4+ million as of June 30, 2025'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial purpose as a Hims Labs product page. The medical disclaimer clearly states results do not diagnose conditions. The company identity is clear. No hidden advertising or misleading design patterns detected. The claim of '2.4 million people trust Hims & Hers' refers to the overall company rather than the specific labs product, which is a minor overstatement but not deceptive in context.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. It includes appropriate medical disclaimers, advises consulting healthcare providers, and accurately describes biomarkers. The commercial nature of the page is transparent. Minor concern exists around the simplified presentation of complex medical information, but this is mitigated by disclaimers and professional review.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but given this is a Hims-owned product page, these likely refer to internal promotional CTAs ('Start testing' buttons) rather than third-party display advertising. The CTAs are integrated naturally into the content flow. • User Experience Impact: The promotional CTAs are frequent but contextually appropriate for a product landing page. They do not appear to obstruct the main educational content. The overall user experience appears clean based on the content structure.

Recommendations

Critical Issues

• Missing contact information on a YMYL health service page reduces trust and may concern quality raters

• No laboratory accreditation or certification information provided, which is critical for a medical testing service

Improvements

• Add a detailed bio for the medical reviewer (Felix Gussone, MD) including credentials, specialization, and affiliation with Hims on this page

• Include laboratory certification information (CLIA number, CAP accreditation) to establish credibility for the testing service

• Add visible contact information or a clear link to customer support on the page

• Implement proper H1 and H2 heading structure for both SEO and accessibility

• Expand biomarker descriptions with more clinical context, including what abnormal results might indicate and when to seek immediate care

• Add an explicit about/company section or prominent link to establish organizational credibility

• Include information about the clinical process for reviewing results and prescribing medications to increase transparency

• Consider adding patient outcome data or testimonials specific to the Labs service

Strengths

• Named MD reviewer with publication date provides credible medical oversight

• Extensive peer-reviewed citations from authoritative sources (NIH, WHO, PubMed, ASH)

• Clear and appropriate medical disclaimer reducing potential for harm

• Accurate clinical descriptions of 9 blood biomarkers with accessible explanations

• Legitimate, publicly traded company with established reputation and regulatory oversight

• Well-structured FAQ addressing common user questions about blood health testing

200 https://hims.com/labs/cancer-test

58

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 05:40

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	65	Content Effort	60	Originality
65	Skill	68	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to market and sell the Hims Multi-Cancer Test by Galleri to eligible male customers, explaining what the test does, how it works, and how to order it. This commercial purpose is clearly met. • Rating Justification: This is a YMYL health page (cancer screening) from a legitimate telehealth business. It meets basic quality standards: it includes citations, safety disclaimers, and accurate product descriptions. However, it lacks named medical authorship, has no contact info in the page structure, and is primarily a commercial sales page rather than a comprehensive health information resource. The Galleri test is not FDA-cleared, which is disclosed. The page serves its commercial purpose adequately but falls short of the high standards required for YMYL health content.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Numbered citations linking to peer-reviewed literature and government data sources, Prominent Important Safety Information section with clear limitations, Partnership with established GRAIL/Galleri brand adds credibility, Clear disclosure that the test is not FDA-cleared, Transparent about false positive/negative possibilities • Key Weaknesses: No named medical author or reviewer identified on the page, No contact information visible in page structure, No about page link in page structure, Commercial/sales intent may bias presentation of test benefits, No independent expert endorsements or third-party validation beyond GRAIL's own study • Trust Evidence: The page includes Important Safety Information disclosing limitations (false positives/negatives, not FDA-cleared, not diagnostic). Footnotes with numbered citations link to peer-reviewed sources and government databases. Disclaimers about eligibility and provider requirements are present. However, no contact info, no author info, no about page link is present in the page structure. The test is not FDA-cleared, which is disclosed but may concern users. • Expertise Evidence: The page references the Galleri test by GRAIL, a legitimate FDA-regulated (though not FDA-cleared) multi-cancer early detection test. Clinical citations are provided (Klein EA et al., Ann Oncol 2021; SEER data; ACS Cancer Facts). The test is described accurately as a screening tool, not diagnostic. Important safety information is included. However, no named medical professionals or authors are identified on the page itself. • Experience Evidence: The page is a commercial product page from Hims, a known telehealth company. There is no first-hand patient experience, no testimonials from users who have taken the test, and no clinical staff bios. The content is marketing-oriented rather than experiential. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition. The partnership with GRAIL (Galleri test) adds authority. References to Quest Diagnostics for blood draws and CLIA-certified laboratory add credibility. The Galleri test is a well-known product in the oncology screening space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns cancer screening — a medical health topic with significant implications for users' physical health and safety. Decisions about cancer screening tests can affect whether cancers are detected early or missed, and can lead to significant medical follow-up actions. This is unambiguously YMYL. • Potential Harm: Users could make decisions about cancer screening based on this page. Misunderstanding the test's limitations (not FDA-cleared, false negatives possible, not diagnostic) could lead to false reassurance or unnecessary anxiety. The commercial framing could downplay limitations. • Standards Required: Highest E-E-A-T standards required: named medical authors/reviewers, clear credentials, transparent limitations, alignment with established medical guidelines (e.g., USPSTF), and no misleading health claims.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ addressing key user concerns about the test, Clear explanation of the science behind cfDNA methylation testing, Transparent disclosure of test limitations including false positives/negatives, Numbered citations to legitimate scientific sources, Clear next steps for both positive and negative results including Galleri Patient Advocate contact • Weaknesses: No H2 headings in page structure suggests potential organizational issues, Heavy commercial framing may overshadow balanced health information, No named medical professional reviewing or endorsing the content, The Important Safety Information is present but positioned at the bottom of the page, No comparison to alternative screening options or discussion of who should NOT take this test beyond the safety information • Mc Description: The main content is a commercial product page for the Hims Multi-Cancer Test by Galleri, covering: what the test is, why to consider it, how it works (scientifically and procedurally), what results mean, a comprehensive FAQ, and how to order. The content is well-organized with clear sections.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • GRAIL/Galleri is a well-known clinical genomics company • Quest Diagnostics partnership for blood draws • CLIA-certified laboratory disclosure

Trust Analysis

Transparency: Moderate transparency. The page discloses key limitations (not FDA-cleared, false positives/negatives possible, not diagnostic, not shown to reduce cancer deaths) but these disclosures are often in footnotes or at the bottom of the page rather than prominently featured alongside marketing claims. • Trust Factors: Publicly traded telehealth company with established brand, Partnership with GRAIL, a legitimate clinical genomics company, Numbered citations to peer-reviewed literature, Comprehensive Important Safety Information section, CLIA certification disclosure for the laboratory, Clear disclosure that the test is not FDA-cleared, Structured data (BreadcrumbList) indicating professional web development, Provider involvement required for ordering (not direct-to-consumer without oversight) • Distrust Factors: No contact information visible in page structure, No named medical author or reviewer, No about page link in page structure, Primarily commercial/sales page for a health product, Important Safety Information buried at bottom of page, No independent third-party endorsements beyond GRAIL's own clinical study

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'partner': 'GRAIL (Galleri test developer)', 'lab_partner': 'Quest Diagnostics', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial product page. While it uses persuasive marketing language and emphasizes benefits over limitations in the main content, the required disclaimers and safety information are present. The statistics used are cited and sourced. The page does not appear to use deceptive design patterns or hide its commercial purpose.

Harm Analysis

Severity: none • Harm Details: The page does not appear to be harmful. It includes appropriate medical disclaimers, discloses the test is not FDA-cleared, warns about false positives and negatives, and recommends consulting healthcare providers. The commercial framing is present but does not rise to the level of misleading health claims. The test itself is a legitimate product from GRAIL used in clinical settings.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but the main content excerpt does not show obvious third-party advertising. The commercial content itself (CTAs to purchase the test) is the primary 'ad' element. Any ads present appear to be integrated into the site's commercial structure rather than disruptive third-party placements. • User Experience Impact: Minimal negative impact. The page's commercial nature is transparent and the CTAs are clearly part of the product page rather than obstructive advertising.

Recommendations

Critical Issues

• No named medical author or reviewer identified — critical gap for YMYL health content per Google's quality guidelines

• No contact information visible in page structure — reduces trust signals for a health product page

Improvements

• Add named medical reviewer(s) with credentials (e.g., 'Reviewed by Dr. [Name], MD, Oncology') to establish medical authorship and E-E-A-T

• Move Important Safety Information (including the 'not FDA-cleared' disclosure) to a more prominent position near the top of the page, not just at the bottom

• Add visible contact information (phone, email, or chat) in the page structure to improve trust signals

• Include an explicit section on who should NOT take this test (beyond the safety information) and how it compares to USPSTF-recommended screenings

• Add patient testimonials or real-world experience content to supplement the clinical data

• Consider adding an FAQ entry addressing the FDA clearance status and what that means for users

• Add H2 headings to improve content structure and accessibility

Strengths

• Comprehensive numbered citations to peer-reviewed literature and government databases (SEER, ACS)

• Transparent Important Safety Information disclosing test limitations including false positives/negatives and non-FDA-cleared status

• Legitimate business entity (publicly traded) partnered with established clinical genomics company (GRAIL)

• Comprehensive FAQ section addressing key user concerns about the test process and results interpretation

• Clear disclosure that the test is screening only and not diagnostic, with guidance for next steps

201 https://hims.com/labs/cancer-test/cancers 48

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:50

Scores at a Glance

48	PQ Score	46	E-E-A-T Overall	35	Experience	50	Expertise
55	Authoritativeness	45	Trust	65	Content Effort	60	Originality
60	Skill	65	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform potential customers about the types of cancers detectable by the Hims Multi-Cancer Test by Galleri®, organized by body system, and to drive conversions to purchase the test through a Labs subscription plan. • Rating Justification: The page serves a legitimate commercial purpose for a real telehealth company offering a clinically validated cancer screening test. It provides accurate, detailed descriptions of 50+ cancer types organized by body system, includes appropriate safety disclosures, and references a peer-reviewed study. However, it lacks author attribution, contact information, an about page, structured data, and the test's non-FDA-approved status combined with the YMYL health topic elevates quality standards that the page only partially meets. The heavy presence of inline CSS code in the content excerpt also indicates poor content extraction quality, though this is a rendering artifact. Overall, the page meets basic quality standards but falls short of the high bar required for YMYL medical content.

E-E-A-T

Overall	46
Experience	35
Expertise	50
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Includes comprehensive Important Safety Information disclosing test limitations, false positive/negative risks, and non-FDA approval status, References a peer-reviewed clinical study (Klein et al., 2021) supporting the Galleri test, CLIA certification and CAP accreditation of the GRAIL laboratory are disclosed, Hims is a publicly traded, established telehealth company with regulatory oversight • Key Weaknesses: No named medical authors, editors, or reviewers identified on the page, No contact information or about page accessible from this page, No structured data (schema markup) to support medical content trust signals, The test is explicitly not FDA approved, which is a significant trust concern for a YMYL health product page, No independent third-party endorsements or links to external authoritative medical organizations • Trust Evidence: The page includes detailed Important Safety Information disclosing limitations (false positives/negatives, not FDA approved, not a diagnostic test). It discloses that the test is not FDA cleared/approved. Privacy policy and terms are linked in the footer. However, there is no contact information, no author attribution, no about page linked, and no structured data to support trust signals. • Expertise Evidence: The page references the Galleri® test by GRAIL, a clinically validated multi-cancer early detection test, and cites a peer-reviewed study (Klein E.A. et al., 2021). Medical terminology is used accurately throughout cancer descriptions. However, no named medical experts, authors, or editorial reviewers are identified on the page itself. • Experience Evidence: No personal experience or patient testimonials from medical professionals are present. The page is a commercial product listing for a cancer screening test. There is no first-hand clinical experience demonstrated by identifiable authors or medical reviewers. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company with established brand recognition. The Galleri test is a real, CLIA-certified laboratory test developed by GRAIL. The page references CLIA certification and CAP accreditation for the laboratory. However, the page itself lacks bylines, editorial oversight disclosures, or links to authoritative external medical sources beyond one citation.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns cancer screening — a medical health topic with significant implications for physical health decisions. Users may make decisions about whether to purchase and rely on this test for cancer detection based on the information presented. Incorrect understanding or misleading information could lead to false reassurance or unnecessary medical anxiety. • Potential Harm: Users could over-rely on a non-FDA-approved cancer screening test, potentially delaying diagnosis if they receive a false negative result. Conversely, false positives could cause significant psychological harm and lead to unnecessary invasive follow-up testing. The page's commercial nature creates a conflict of interest in presenting balanced information. • Standards Required: Highest E-E-A-T standards are required: named medical authors with credentials, editorial review by licensed physicians, clear disclosure of limitations, links to authoritative medical sources, and ideally FDA clearance or approval for the test being promoted.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	poor
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of 50+ cancer types with medically accurate descriptions, Logical organization by body system with contextual introductions, Detailed and transparent Important Safety Information section, Clear disclosure of test limitations including false positive/negative rates and non-FDA approval status, Reference to peer-reviewed clinical validation study • Weaknesses: Page title 'Hims Condition Hub | Hims' is generic and does not accurately describe the specific content (cancer types screened by Galleri test), No H1 or H2 headings detected, indicating poor semantic structure, No author attribution or medical reviewer credentials, Numerical discrepancies between category cancer counts and actual listed cancers (e.g., Blood Cancers labeled '2 cancers' but 4 listed), The 80% statistic about cancers not in standard screenings lacks a citation, Heavy inline CSS code pollutes the content, suggesting poor page architecture • Mc Description: The main content is a comprehensive listing of 50+ cancer types detectable by the Galleri® multi-cancer early detection blood test, organized into 8 body system categories (Digestive, Endocrine/Neuroendocrine, Urinary & Reproductive, Blood, Breast, Skin, Head & Neck, Lung & Chest, Bone & Soft Tissue). Each cancer type includes a brief description of its location, characteristics, and common symptoms. The page also includes marketing sections promoting the test's benefits and a detailed Important Safety Information section.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. (HIMS) is a publicly traded company on the NYSE, subject to SEC reporting requirements and public financial scrutiny'} • {'source': 'The Galleri test is developed by GRAIL, a well-known clinical genomics company, and the GRAIL laboratory holds CLIA certification and CAP accreditation as disclosed on the page'} • {'source': 'Hims is a licensed telehealth platform operating under state medical board regulations across the US'} • {'source': 'The Galleri test has been the subject of peer-reviewed publications in medical journals, including the Klein et al. 2021 study cited on the page'}

Trust Analysis

Transparency: Moderate transparency. The page clearly discloses the test's non-FDA approval status, limitations, false positive/negative rates, and the need for follow-up diagnostic testing. However, it lacks transparency about who created the medical content, what medical oversight exists, and how the company can be contacted with questions. • Trust Factors: Hims is a publicly traded, regulated telehealth company with established brand reputation, The Galleri test is a real, CLIA-certified laboratory test with peer-reviewed clinical validation, Comprehensive safety disclosures including non-FDA approval status are prominently included, Privacy policy, terms and conditions, and consumer health data privacy policy are linked, The page explicitly states the test requires a prescription (Rx only) • Distrust Factors: No named medical authors, editors, or clinical reviewers identified on the page, No contact information visible on this page, No about page linked from this page, No structured data/schema markup to support medical content credibility, The test is not FDA approved, which is a significant concern for a health screening product, Commercial conflict of interest: the page is selling the test while also providing information about it, Numerical inconsistencies in cancer count labels vs. actual listed cancers undermine credibility

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'HIMS (NYSE)', 'test_partner': 'GRAIL (Galleri® test developer)', 'business_type': 'Telehealth platform', 'laboratory_certification': 'CLIA-certified, CAP-accredited (GRAIL clinical laboratory)'}

Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Heavy inline CSS code embedded in the content suggests automated page generation or a headless CMS with poor rendering, though this is a technical artifact rather than a spam signal

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. It clearly identifies itself as a commercial page for a cancer screening test, discloses the test's limitations, non-FDA approval status, and the need for follow-up diagnostic testing. The safety information is comprehensive and not buried. The marketing claims (e.g., 80% of cancers not in standard screenings) lack citations but are not demonstrably false. The page's purpose as a product/service page is clear.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful. It includes appropriate safety disclosures about the test's limitations, non-FDA approval status, and the need for follow-up diagnostic testing. The commercial promotion of a non-FDA-approved medical test carries inherent risk, but the disclosures are sufficiently prominent to mitigate this. The page does not make false diagnostic claims and explicitly states the test does not diagnose cancer.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but given this is a commercial product page for Hims' own service (Labs by Hims), the 'ads' likely refer to promotional content for Hims' own products rather than third-party advertising. The page promotes the Hims Multi-Cancer Test by Galleri® and the broader Labs subscription plan. • User Experience Impact: The promotional content is integrated into the page design and does not appear to obstruct the main informational content about cancer types. The safety information is clearly presented alongside the marketing content.

Recommendations

Critical Issues

• Complete absence of named medical authors or clinical reviewers is a critical E-E-A-T failure for a YMYL health page promoting a cancer screening test

• The test's non-FDA-approved status, while disclosed, represents a fundamental trust concern that limits the page's credibility for health-seeking users and should be more prominently contextualized with information about the regulatory pathway

Improvements

• Add named medical authors and/or clinical reviewers with credentials (e.g., 'Reviewed by Dr. [Name], MD, Oncology') to establish expertise and authoritativeness

• Add structured data markup (Schema.org MedicalWebPage, MedicalCondition) to improve trust signals and search engine understanding

• Fix numerical inconsistencies between category cancer count labels and actual listed cancers (e.g., Blood Cancers shows '2 cancers' but lists 4 conditions)

• Add a citation or source for the '80% of cancers affecting men aren't included in standard annual health checks' claim

• Add visible contact information (phone, email, or chat) on this page to improve trust and accessibility

• Add H1 and H2 semantic headings to improve page structure and accessibility

• Update the page title from the generic 'Hims Condition Hub | Hims' to something descriptive like 'Cancer Types Screened by Hims Multi-Cancer Test | Galleri® by Hims'

• Add links to authoritative external medical sources (e.g., NCI, ACS) for each cancer type to demonstrate commitment to accuracy over commercial interest

• Consider pursuing FDA Breakthrough Device Designation or clearance for the Galleri test to address the significant trust concern of non-FDA approval

Strengths

• Comprehensive and medically accurate descriptions of 50+ cancer types organized by body system, providing genuine informational value

• Detailed and transparent Important Safety Information section that clearly discloses test limitations, false positive/negative rates, and non-FDA approval status

• Association with GRAIL's Galleri® test, which has peer-reviewed clinical validation (Klein et al., 2021) and CLIA/CAP-certified laboratory infrastructure

• Hims & Hers Health, Inc. is a publicly traded, regulated telehealth company with established brand reputation and regulatory accountability

202 https://hims.com/labs/cancer-test/how-it-works 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:49

Scores at a Glance

55	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	65	Content Effort	60	Originality
65	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page explains how the Hims Multi-Cancer Test by Galleri works, including the 3-step process, FAQs, safety information, and how to order. It serves both informational and commercial conversion purposes. • Rating Justification: The page is a commercial product landing page for a YMYL health topic (cancer screening). It provides useful information about how the test works, includes appropriate safety disclaimers, and cites credible sources. However, it lacks named medical authorship, has no H1/H2 heading structure, no author credentials, and is primarily a sales/conversion page rather than a purely informational resource. The test is not FDA approved, which is disclosed but represents a significant caveat for a cancer screening product. These factors prevent a High rating despite the presence of safety information.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Extensive safety disclaimers and limitations clearly disclosed, Citations to peer-reviewed literature and authoritative health organizations, CLIA/CAP laboratory accreditation mentioned, Clear disclosure that the test is not FDA approved, Provides patient advocate contact information for follow-up • Key Weaknesses: No named medical author or reviewer identified on the page, No H1 or H2 headings present (structural/SEO issue), No About page linked or contact information for Hims medical team, Page appears to be a 404 error page serving the actual content (URL routing anomaly noted in source code), No editorial review date or content freshness indicator • Trust Evidence: The page includes extensive safety disclaimers, limitations of the test (false positives/negatives, not FDA approved, not diagnostic), CLIA certification mention, and clear regulatory disclosures. It discloses the test is not FDA approved. Contact info for GRAIL patient advocates is provided. No author or medical reviewer is named on the page. • Expertise Evidence: The page references peer-reviewed clinical studies (Ann Oncol. 2021), cites SEER data, American Cancer Society statistics, and USPSTF recommendations. The Galleri test is developed by GRAIL, a recognized clinical laboratory certified under CLIA and accredited by the College of American Pathologists. However, no named medical authors or reviewers are identified on this page. • Experience Evidence: No personal patient testimonials or first-hand experience accounts are present. The page is a product/service landing page from Hims, a telehealth company, describing a third-party test (Galleri by GRAIL). No individual clinician or patient experience is shared. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The test is partnered with GRAIL, a well-known oncology diagnostics company. The page cites authoritative sources (NCI SEER, ACS, USPSTF). However, the page itself lacks named medical experts or editorial oversight disclosures.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns cancer screening — a medical health topic with significant implications for user health decisions. Users may make decisions about whether to purchase and rely on this test based on the information provided. Cancer detection, false positives/negatives, and follow-up medical decisions are high-stakes health matters. • Potential Harm: Users could over-rely on a 'No Cancer Signal Detected' result and forgo other recommended screenings. Users could experience significant anxiety from false positives. The test is not FDA approved, and misunderstanding its limitations could lead to delayed diagnosis or unnecessary medical procedures. • Standards Required: Highest standards of medical accuracy, transparency about limitations, named medical authorship/review, clear disclaimers, and guidance to consult healthcare providers — all of which are partially but not fully met.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear step-by-step process explanation, Comprehensive FAQ addressing likely user questions, Extensive safety disclaimers and limitations disclosed, Cited peer-reviewed sources and government health statistics, Clear next steps provided for both positive and negative results • Weaknesses: No H1 or H2 heading structure detected — poor semantic organization, No named medical author or reviewer, Commercial conversion focus may overshadow objective health information, The page source code suggests a possible 404/routing issue with the actual page content, No publication or last-reviewed date • Mc Description: The main content explains the 3-step process for the Hims Multi-Cancer Test by Galleri (schedule, see results, recheck annually), followed by a comprehensive FAQ section covering what the test is, why to consider it, how it works, which cancers it screens for, result interpretation, and ordering process. Important safety information is included at the bottom.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company on NYSE (HIMS), providing verifiable corporate accountability'} • {'source': 'GRAIL (Galleri test developer) is a well-known clinical genomics company with published peer-reviewed research'} • {'source': 'CLIA certification and College of American Pathologists accreditation mentioned for the GRAIL laboratory'} • {'source': 'Test distributed through Quest Diagnostics, a nationally recognized clinical laboratory network'} • {'source': 'Citations to American Cancer Society, NCI SEER, and USPSTF lend credibility to statistical claims'}

Trust Analysis

Transparency: The page is moderately transparent. It clearly discloses the test is not FDA approved, not diagnostic, subject to false positives/negatives, and requires follow-up with healthcare providers. However, it does not identify who wrote or medically reviewed the content, and lacks direct contact information for Hims's medical team. • Trust Factors: Publicly traded company with regulatory oversight, Partnership with GRAIL, a credible oncology diagnostics company, CLIA/CAP accreditation disclosed, Extensive safety disclaimers including non-FDA approval status, Peer-reviewed citations provided, Patient advocate contact information (GRAIL) provided • Distrust Factors: No named medical author or reviewer on the page, No direct contact information for Hims medical team on this page, No About page linked from this page, Test is not FDA approved — significant for a cancer screening product, Page structure anomaly (source code suggests 404 routing) raises technical concerns

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'test_partner': 'GRAIL (Galleri test developer)', 'lab_certification': 'CLIA certified, CAP accredited (GRAIL laboratory)', 'distribution_partner': 'Quest Diagnostics'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for this product, No keyword stuffing or manipulative patterns observed

Deception Analysis

Severity: minor • Deception Details: The page is a commercial product page that is transparent about its commercial purpose. Safety disclaimers are present and prominent. The non-FDA approval status is disclosed. The survival rate statistics are presented with a caveat that the Galleri test has not been shown to reduce cancer deaths. Minor concern: the framing of survival statistics could be perceived as implying the test achieves those outcomes, but the disclaimer mitigates this.

Harm Analysis

Severity: low • Harm Details: The page includes appropriate disclaimers about the test's limitations, non-diagnostic nature, false positive/negative rates, and the need for follow-up with healthcare providers. While there is a risk of over-reliance on results, the page actively mitigates this with repeated warnings. The commercial framing is present but does not rise to the level of harmful deception given the disclosures provided.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content is the product page itself. The 'ads' likely refer to tracking/marketing pixels (Google Tag Manager) and promotional CTAs within the page rather than third-party display advertising. • User Experience Impact: The CTAs ('Get started') are integrated into the content flow and do not obstruct the informational content. The commercial nature of the page is clear and expected for a product landing page.

Recommendations

Critical Issues

• No named medical author or reviewer — critical gap for YMYL health content under Google's E-E-A-T standards

• Test is not FDA approved — while disclosed, this is a significant limitation that should be more prominently featured given the cancer screening context

Improvements

• Add named medical author(s) and reviewer(s) with credentials to the page, including their qualifications in oncology or relevant fields

• Add a 'Last medically reviewed' date and content update policy

• Implement proper H1 and H2 heading structure for both SEO and accessibility

• Add direct contact information for Hims's medical team or customer support on this page

• Consider adding a link to an About page or medical advisory board page to establish institutional credibility

• Clarify the survival rate statistics section to more explicitly state these outcomes are not attributable to the Galleri test specifically

• Add structured data for FAQPage schema to improve search appearance and signal content organization

Strengths

• Comprehensive safety disclaimers and limitations are clearly and repeatedly disclosed throughout the page

• Peer-reviewed citations and authoritative health organization data (ACS, NCI SEER, USPSTF) support factual claims

• Partnership with GRAIL (CLIA/CAP certified laboratory) and Quest Diagnostics adds credibility to the testing infrastructure

• FAQ section thoroughly addresses likely user questions including result interpretation and next steps

• Hims is a publicly traded company providing corporate accountability and regulatory oversight

203 https://hims.com/labs/frequently-asked-questions 63

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:39

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	68	Trust	65	Content Effort	60	Originality
65	Skill	70	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an FAQ for Hims Labs blood testing service, answering common questions about the process, biomarkers tested, results interpretation, and logistics. It successfully informs potential customers about the service. • Rating Justification: The page is a legitimate FAQ from a known telehealth company with real services. It provides genuinely useful information about a lab testing product, includes appropriate disclaimers, and is backed by a credible lab partner (Quest Diagnostics). However, it lacks named medical authorship, has no H1/H2 heading structure (per metadata), no meta description, and the content is primarily promotional/commercial in nature. The YMYL health context requires higher standards that are partially but not fully met. The page serves its purpose adequately but falls short of high quality due to missing E-E-A-T signals.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Partnership with Quest Diagnostics lends significant credibility, LegitScript approval demonstrates regulatory compliance, Appropriate medical disclaimers are present throughout, Publicly traded company with established reputation, Comprehensive legal/privacy footer links • Key Weaknesses: No named medical authors or specific credentials cited on the page, No direct contact information on the FAQ page itself, No citations or references to clinical studies supporting biomarker claims, Biological Age feature lacks scientific citation or peer-reviewed backing, No independent third-party reviews or endorsements cited • Trust Evidence: LegitScript approval badge is present in the footer. The page includes appropriate medical disclaimers ('lab results alone are not intended to diagnose, treat, or cure any condition'). Terms & conditions, privacy policy, telehealth consent, and consumer health data privacy policy links are present. The company is publicly traded and regulated. However, no direct contact information is visible on this specific page, and no named medical authors are credited. • Expertise Evidence: Content references 'doctor-developed' Action Plans and 'a panel of experts' who hand-selected biomarkers. The page mentions licensed healthcare providers reviewing lab requests and reaching out about critical results. However, no specific medical professionals are named or credentialed on this page, and no author attribution is present. • Experience Evidence: The page is from Hims & Hers Health, Inc., a publicly traded telehealth company with real-world operational experience in lab testing services. The FAQ references actual partnerships with Quest Diagnostics (founded 1967, serving 1 in 3 adults annually), demonstrating operational experience. However, no individual practitioner experience is cited on this specific page. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth company (NYSE: HIMS). The page references Quest Diagnostics as the lab processing partner, which is a highly authoritative clinical testing organization. The site has LegitScript approval (visible in footer), which is a recognized pharmacy/telehealth legitimacy certification. The canonical URL is properly set and breadcrumb structured data is implemented.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly relates to medical lab testing, biomarker analysis, health diagnostics, and health recommendations. It discusses blood draws, 75+ biomarkers, biological age estimation, and doctor-developed action plans. Users making decisions based on this content could affect their health decisions and medical care choices. • Potential Harm: Users could make health decisions based on incomplete understanding of the service's limitations. The 'Biological Age' feature and 'Action Plans' could be misinterpreted as diagnostic tools. Users might delay seeking proper medical care if they over-rely on this service. • Standards Required: High E-E-A-T standards required: named medical professionals, clear credentials, peer-reviewed references for biomarker claims, explicit limitations of the service, and clear guidance on when to seek traditional medical care.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Well-organized into logical thematic sections, Concrete specifics provided (75+ biomarkers, 8-hour fast, 2,000 Quest locations), Appropriate medical disclaimers integrated naturally, Clear explanation of provider involvement and critical result protocols, Addresses insurance, FSA/HSA, and payment questions • Weaknesses: No H1 or H2 heading structure detected in metadata (poor semantic HTML), No meta description provided, Primarily promotional in tone rather than purely informational, No links to supporting clinical evidence or research, Biological Age feature explanation lacks scientific grounding, No information about pricing on the FAQ page • Mc Description: The main content consists of a structured FAQ covering three categories: Process (eligibility, availability, logistics), Biomarkers (what is tested, accuracy, biological age), and Results (diagnostic limitations, provider support, tracking). The content is approximately 2,701 words and addresses the most common questions a prospective customer would have.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	NYSE-listed company (HIMS) • LegitScript approved • Quest Diagnostics partnership • Established telehealth brand since 2017

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and regulated, with legal disclosures in the footer. However, the FAQ page itself lacks direct contact information, named medical professionals, and scientific citations that would increase trust for a YMYL health service. • Trust Factors: LegitScript approval badge in footer, Publicly traded company with regulatory oversight, Partnership with Quest Diagnostics (highly reputable lab), Comprehensive legal footer (Terms, Privacy, Telehealth Consent, Consumer Health Data Privacy), Appropriate medical disclaimers throughout content, Canonical URL properly set, Structured data implemented correctly • Distrust Factors: No contact information on the FAQ page itself, No named medical authors or reviewers, No About page link visible in page structure, No citations or references to clinical research, Promotional tone may reduce perceived objectivity, No customer reviews or independent validation cited

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'copyright': '© 2026 Hims & Hers Health, Inc.', 'legitimacy': 'LegitScript approved', 'lab_partner': 'Quest Diagnostics', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a product FAQ. Medical disclaimers are present and prominent. The service limitations are clearly stated. No hidden fees or misleading claims detected. The promotional nature is expected for a commercial service page.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. Medical disclaimers are appropriately placed stating results are not diagnostic. The service is legitimate and backed by Quest Diagnostics. No false health claims are made. The Biological Age feature includes a disclaimer that it is 'for informational purposes only' and 'should not be used as a diagnostic tool.'

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely in the form of promotional CTAs for the Hims Labs service itself (sticky CTA, 'Start testing' buttons). These are first-party promotional elements rather than third-party advertisements. The footer contains app download CTAs. • User Experience Impact: First-party promotional CTAs are standard for commercial service pages and do not obstruct the main FAQ content. The user experience appears clean with content accessible without interference.

Recommendations

Critical Issues

• No named medical authors or reviewers on a YMYL health page — this is the most significant E-E-A-T gap

• No scientific citations for biomarker claims or Biological Age methodology on a health-related service page

Improvements

• Add named medical professionals who developed or reviewed the FAQ content, with their credentials and specialties

• Include a meta description for the page to improve search snippet quality

• Add H1 and H2 heading structure for proper semantic HTML and accessibility

• Include citations or references to peer-reviewed research supporting the biomarker selection and Biological Age methodology

• Add direct contact information (phone, email, or chat) on the FAQ page itself

• Expand the Biological Age section with more scientific context and clearer limitations

• Add a 'Last reviewed/updated' date to demonstrate content freshness

• Include links to the About page and Medical Experts page from within the FAQ content

Strengths

• Legitimate, publicly traded company with LegitScript approval providing strong baseline trust

• Partnership with Quest Diagnostics (highly reputable, established lab) significantly boosts credibility

• Appropriate and prominent medical disclaimers throughout the content

• Well-organized FAQ structure that clearly addresses user questions across process, biomarkers, and results

• Comprehensive legal footer with privacy policy, telehealth consent, and consumer health data privacy policy

204 https://hims.com/labs/heart-health 63

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:45

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	68	Expertise
72	Authoritativeness	65	Trust	70	Content Effort	60	Originality
68	Skill	78	Accuracy	70	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about heart health lab testing offered by Hims, explain the biomarkers tested, and convert visitors into customers for their lab testing service. It successfully explains what is tested and why, while including appropriate medical context and disclaimers. • Rating Justification: The page is a YMYL health topic (cardiovascular lab testing) from a legitimate, established telehealth company with a medical reviewer and cited sources. Content is accurate and helpful, covering key biomarkers with clear explanations and an FAQ section. However, it is primarily a commercial product page designed to sell lab testing services, which limits its informational depth. The lack of H1/H2 headings in the extracted structure, missing detailed author credentials, and the commercial intent reduce the rating from High. The medical disclaimer, cited sources, and MD reviewer elevate it above Low.

E-E-A-T

Overall	65
Experience	55
Expertise	68
Authoritativeness	72
Trust	65

E-E-A-T Analysis

Key Strengths: Medical reviewer (Felix Gussone, MD) credited with publication date, Multiple peer-reviewed and authoritative sources cited (CDC, AHA, ACC, PubMed, Lancet), Appropriate medical disclaimers and emergency guidance included, Hims is a well-established, publicly traded telehealth company, Accurate and medically sound descriptions of cardiovascular biomarkers • Key Weaknesses: No detailed credentials or biography for the medical reviewer Felix Gussone, MD, No direct contact information visible on the page, No About page link in the extracted page content, Page is primarily a commercial sales/marketing page, not a purely informational resource, No author/contributor team transparency beyond single reviewer, No patient testimonials or real-world outcome data provided • Trust Evidence: The page includes a medical disclaimer ('This information is not medical advice and lab results alone are not intended to diagnose, treat, or cure any condition'), emergency guidance ('call 911'), and a medical reviewer (Felix Gussone, MD). Sources and references are listed at the bottom. However, no direct contact information is visible on this page, no About page link is present in the extracted content, and the page is primarily a commercial sales page for lab testing services. • Expertise Evidence: The page is reviewed by Felix Gussone, MD (published 11/13/2025), which provides some medical credentialing. Content accurately describes biomarkers like ApoB, hs-CRP, Lp(a), LDL, HDL, triglycerides, and non-HDL cholesterol with medically sound explanations. References to CDC, American Heart Association, and peer-reviewed journals (PubMed, Lancet) support expertise. However, the reviewer's credentials beyond 'MD' are not detailed. • Experience Evidence: The page is a commercial product/service page from Hims, a telehealth company. It references 2.4 million users as of June 30, 2025, suggesting operational experience. However, there is no first-person patient experience, no case studies, and no demonstration of lived experience with the testing service itself. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in the US telehealth space. The page cites authoritative sources including CDC, American Heart Association, American College of Cardiology, and peer-reviewed medical journals. Structured data (BreadcrumbList, FAQPage) is implemented. The domain hims.com is an established, well-known telehealth platform.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses cardiovascular health testing, biomarker interpretation, and health risk assessment. It discusses conditions like heart disease, high cholesterol, atherosclerosis, and provides guidance on when to seek medical testing. Users may make health decisions based on this content, including whether to purchase lab tests and how to interpret results. • Potential Harm: Misinterpretation of biomarker information could lead users to self-diagnose, delay seeking professional medical care, or over-rely on commercial lab tests without proper physician oversight. The page does include appropriate disclaimers, but the commercial nature creates a potential conflict of interest in recommending testing. • Standards Required: High standards for medical accuracy, clear credentials of content creators, transparent disclaimers, and guidance to seek professional medical advice. The page partially meets these standards with an MD reviewer, cited sources, and disclaimers, but falls short on full transparency of reviewer credentials and the commercial conflict of interest.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of relevant cardiovascular biomarkers with clear explanations, Well-structured FAQ section addressing common user questions, Appropriate medical disclaimers and emergency guidance, Cited authoritative sources including CDC, AHA, and peer-reviewed journals, Clear explanation of why each biomarker matters for heart health, Cross-links to related health categories showing systemic health connections • Weaknesses: No H1 or H2 headings detected in page structure, which is unusual for a 3304-word page, Heavy commercial intent throughout - multiple 'Start testing' CTAs interrupt the informational flow, No specific reference ranges or target values provided for biomarkers, Reviewer credentials (Felix Gussone, MD) not elaborated upon, The page contains significant amounts of CSS/JavaScript code in the extracted content, suggesting technical implementation issues with content extraction, No pricing information visible, which users would need to make an informed decision • Mc Description: The main content covers: (1) an introduction to heart health and cardiovascular disease statistics, (2) detailed descriptions of 9 cardiovascular biomarkers tested by Hims, (3) reasons to use Hims for lab testing, (4) related health categories, (5) a 6-question FAQ section, and (6) a sources and references section. The content is organized logically and serves both informational and commercial purposes.

Trust & Reputation

Trust Level	medium
Reputation Score	70
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth platform with significant US market presence • Medical reviewer Felix Gussone, MD credited • References to CDC, AHA, ACC, and peer-reviewed journals

Trust Analysis

Transparency: Moderate transparency. The page clearly identifies itself as a commercial service from Hims & Hers Health, Inc., includes a medical reviewer, and provides appropriate disclaimers. However, the reviewer's full credentials are not disclosed, and the page lacks direct contact information. The commercial conflict of interest (selling lab tests while providing health information) is inherent but not explicitly acknowledged. • Trust Factors: Hims is a publicly traded, regulated telehealth company subject to FDA and FTC oversight, Medical reviewer (Felix Gussone, MD) credited with publication date (11/13/2025), Appropriate medical disclaimers and emergency guidance included, 12 peer-reviewed and authoritative sources cited, Structured data (FAQPage, BreadcrumbList) implemented correctly, Privacy policy, terms and conditions, and consumer health data privacy policy linked in footer, Telehealth consent information referenced, Clear copyright and trademark information • Distrust Factors: No direct contact information visible on this specific page, No About page link visible in the extracted page content, Reviewer credentials not elaborated (no bio, specialty, or institutional affiliation), Strong commercial intent may bias content toward recommending testing, The '2.4 million users' claim is a marketing statistic without independent verification, No independent third-party reviews or certifications mentioned on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'user_base': '2.4 million users as of June 30, 2025', 'review_date': '11/13/2025', 'service_type': 'Telehealth platform', 'stock_listing': 'NYSE: HIMS', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for this specific service page, No keyword stuffing or manipulative SEO patterns detected in the content, The page serves a legitimate commercial purpose with genuine informational value

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial purpose (selling lab testing services). Medical information is accurate and appropriately disclaimed. The page does not make false claims about the efficacy of its tests or promise diagnostic capabilities beyond what is medically appropriate. The disclaimer 'lab results alone are not intended to diagnose, treat, or cure any condition' is clearly stated.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It includes appropriate medical disclaimers, emergency guidance (call 911 for chest pain), and clearly states that lab results alone are not intended to diagnose, treat, or cure any condition. The commercial nature of the page (selling lab tests) is transparent. The medical information provided is accurate and consistent with established guidelines.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the primary commercial content is the Hims lab testing service itself. The page is essentially a product/service landing page, so the 'ads' are integrated into the page design as CTAs ('Start testing' buttons) rather than third-party display advertising. This is standard for commercial service pages. • User Experience Impact: The multiple 'Start testing' CTAs throughout the page are somewhat repetitive and interrupt the informational flow, but they do not obstruct access to the main content. Users can read the full informational content without being blocked by advertising.

Recommendations

Critical Issues

• Missing detailed credentials for medical reviewer Felix Gussone, MD - for a YMYL health page, this is a significant E-E-A-T gap

• No contact information visible on the page - this is a basic trust signal that is absent

Improvements

• Add a detailed biography and credentials for medical reviewer Felix Gussone, MD, including specialty, institutional affiliation, and relevant experience

• Add H1 and H2 heading structure to improve content organization and SEO signals

• Include specific reference ranges and optimal target values for each biomarker to increase informational value

• Add direct contact information (phone, email, or chat) visible on the page for user trust

• Include an explicit link to the About page and company information within the page content

• Add independent third-party certifications, accreditations, or regulatory compliance information (e.g., CLIA-certified labs)

• Reduce the frequency of 'Start testing' CTAs to improve the informational-to-commercial content ratio

• Add a clear disclosure about the commercial conflict of interest (the company benefits from recommending testing)

• Include information about the lab partners/facilities used for testing to establish additional credibility

• Add patient testimonials or outcome data with appropriate disclaimers to demonstrate real-world experience

Strengths

• Accurate and medically sound descriptions of cardiovascular biomarkers with appropriate plain-language explanations

• 12 peer-reviewed and authoritative sources cited, including CDC, AHA, ACC, and Lancet

• Appropriate medical disclaimers and emergency guidance (call 911) included

• Hims & Hers is a well-established, publicly traded telehealth company with significant brand authority

• Well-structured FAQ section addressing common user questions about heart health testing

• Structured data (FAQPage, BreadcrumbList) correctly implemented for search engine understanding

• Clear publication date and medical reviewer attribution

205 https://hims.com/labs/hormone-health 62

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:44

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	68	Trust	65	Content Effort	60	Originality
65	Skill	72	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about hormone health lab testing offered by Hims, explain the biomarkers tested, and convert visitors into paying customers for the lab testing service. • Rating Justification: The page is a commercial product/service page for hormone health lab testing from a legitimate telehealth company. It has a named MD reviewer, cited sources, a medical disclaimer, and covers relevant biomarkers with reasonable accuracy. However, it lacks H1/H2 headings, has no contact info on-page, is primarily sales-oriented, and the content depth is moderate rather than comprehensive. For a YMYL health topic, these gaps prevent a High rating. The presence of a medical reviewer and citations elevate it above Low.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Named MD reviewer (Felix Gussone, MD) with publication date, Multiple peer-reviewed and authoritative citations provided, Clear medical disclaimer reducing potential for harm, Established brand with 2.4M+ users and telehealth infrastructure, Structured data (BreadcrumbList) implemented correctly • Key Weaknesses: No H1 or H2 headings detected, weakening content structure signals, No author bio or credentials page linked for the MD reviewer, No direct contact information on the page, Commercial intent may bias content framing, Limited depth on clinical interpretation of biomarkers • Trust Evidence: The page includes a medical disclaimer ('This information is not medical advice and lab results alone are not intended to diagnose, treat, or cure any condition'), a named MD reviewer, cited references, and a published date. However, there is no H1 heading, no dedicated About page linked from this page, no direct contact info visible, and the page is primarily a commercial product page for a paid lab testing service. • Expertise Evidence: Content is reviewed by Felix Gussone, MD (noted at the bottom of the page, published 11/13/2025). Medical terminology is used accurately (IGF-1, FSH, LH, SHBG, PSA, estradiol, free/total testosterone). References to peer-reviewed sources and clinical guidelines (ACS, ADLM, PubMed) are provided. However, the depth of clinical explanation is moderate rather than expert-level. • Experience Evidence: The page is produced by Hims, a telehealth company with over 2.4 million users (as of June 30, 2025). The content reflects operational experience in delivering lab testing services, but lacks first-person patient or clinician experience narratives. No case studies or real user testimonials are present on this page. • Authoritativeness Evidence: Hims is a publicly known telehealth brand with significant market presence. The page cites authoritative external sources including American Cancer Society, PubMed, and ADLM. The breadcrumb and site structure indicate this is part of a larger, established health platform. The MD reviewer adds credibility.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses medical lab testing, hormone health, biomarkers (testosterone, FSH, LH, PSA, IGF-1, estradiol, SHBG), and health conditions including prostate cancer screening, thyroid disease, diabetes, infertility, and anemia. It also mentions prescription medication as a potential outcome of lab results. These topics directly affect physical health decisions. • Potential Harm: Users may make health decisions based on this content, including purchasing lab tests, interpreting results, or delaying professional medical care. Inaccurate or incomplete information could lead to missed diagnoses or inappropriate self-management of serious conditions. • Standards Required: High standards of medical accuracy, clear authorship with verifiable credentials, transparent disclaimers, and guidance to consult healthcare providers are required. The page partially meets these standards.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear explanation of each biomarker tested with accessible language, FAQ section addresses common user concerns including who should test and lifestyle factors, Medical disclaimer is prominent and appropriately worded, Related health categories provide useful cross-linking context, Published date and MD reviewer name add credibility • Weaknesses: No H1 or H2 headings present, which is a significant structural deficiency, Biomarker descriptions are very brief and lack clinical depth for a YMYL health page, Heavy commercial framing with multiple 'Start testing' CTAs throughout, No pricing information, which limits user ability to make informed decisions, The 'Nutrients' category description is poorly matched to its content • Mc Description: The main content is a product/service page for Hims' hormone health lab testing panel. It explains what hormone health is, why it matters, lists 9 biomarkers tested with brief descriptions, explains the value proposition of Hims labs, provides related health categories, and includes a FAQ section. The page ends with sources and a medical reviewer credit.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Named MD reviewer: Felix Gussone, MD • 2.4 million+ users cited as of June 30, 2025 • References to American Cancer Society, PubMed, ADLM

Trust Analysis

Transparency: Moderate transparency. The page identifies the medical reviewer and publication date, includes a disclaimer, and cites sources. However, it does not provide contact information, detailed reviewer credentials, or clear separation between informational and commercial content. • Trust Factors: Named medical reviewer with MD credentials, Published date (11/13/2025) on content, Clear medical disclaimer, Multiple peer-reviewed citations, Established telehealth brand with public company status, Structured data implemented correctly, 24/7 provider messaging mentioned as part of service • Distrust Factors: No contact information visible on the page, No About page linked from this page, No author bio or credentials page for the MD reviewer, Primary purpose is commercial conversion, not pure information, No H1/H2 headings which is unusual for a legitimate health content page, Footnote 1 about user count is a marketing claim without independent verification

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'user_base': '2.4 million+ users as of June 30, 2025', 'review_date': '11/13/2025', 'company_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is specific to Hims' service offering and not generic filler, Citations and medical reviewer suggest human editorial oversight

Deception Analysis

Severity: none • Deception Details: The page is clearly a commercial product page for Hims' lab testing service. The commercial intent is transparent. The medical disclaimer appropriately limits health claims. No hidden advertising or disguised commercial content detected. The page does not misrepresent the nature of the service or make false health claims.

Harm Analysis

Severity: low • Harm Details: The page includes appropriate medical disclaimers stating that lab results alone do not diagnose conditions and that the information is not medical advice. It encourages users to work with healthcare providers. The content is generally accurate and does not make unsupported health claims. Minor accuracy concerns exist but do not rise to the level of harmful misinformation.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content appears to be the Hims product page itself. The 'ads' likely refer to the commercial CTAs ('Start testing' buttons) throughout the page rather than third-party display advertising. These are integrated into the page design. • User Experience Impact: The multiple 'Start testing' CTAs are prominent but do not obstruct the informational content. Users can read the biomarker descriptions and FAQ without being blocked by advertising. The commercial nature is clear and expected for a telehealth company's product page.

Recommendations

Critical Issues

• Complete absence of H1 and H2 headings is a significant structural deficiency for a YMYL health page

• No contact information visible on the page reduces trust for a health service provider

Improvements

• Add H1 and H2 headings to improve content structure and accessibility

• Expand biomarker descriptions with more clinical detail, including reference ranges and what abnormal results may indicate

• Add a dedicated author/reviewer bio section with Felix Gussone, MD's credentials and qualifications

- Include visible contact information (phone, email, or support link) on the page
- Add a link to the About page from this content page
- Improve the 'Nutrients' section to accurately describe what nutrients are tested and their relationship to hormone health
- Consider adding patient testimonials or case studies to demonstrate real-world experience
- Add pricing transparency to help users make informed decisions

Strengths

- Named MD reviewer with publication date provides credibility for YMYL content
- Multiple peer-reviewed citations from authoritative sources (ACS, PubMed, ADLM)
- Clear and prominent medical disclaimer appropriately limits health claims
- Comprehensive coverage of relevant hormone health biomarkers with accessible explanations
- Established brand reputation as a publicly traded telehealth company with large user base

206 https://hims.com/labs/how-it-works 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:38

Scores at a Glance

58	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	60	Originality
60	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to explain how the 'Labs by Hims' at-home testing service works, walking users through a 5-step process from scheduling to tracking health over time, and encouraging sign-ups. • Rating Justification: The page is a commercial product/service landing page for a telehealth lab testing service. It clearly explains the 5-step process, pricing ($349/year), and key features. However, it lacks H1/H2 heading structure, has no author information, limited depth of content (743 words), and is primarily promotional rather than informational. For a YMYL health topic, the absence of named medical experts and limited depth reduces quality. The page meets basic functional requirements but does not demonstrate the depth expected for high-quality health-related content.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: LegitScript pharmacy approval badge, Clear medical disclaimers about diagnostic limitations, Partnership with established Quest Diagnostics network, Proper legal/privacy infrastructure in footer, Footnoted claims with source context • Key Weaknesses: No named medical professionals or authors on this page, No contact information directly accessible on page, No patient reviews or testimonials on this page, Claims like 'Learn 5x more about your body' use superscript footnotes but the footnote explanation is vague, No about page link directly accessible from this page • Trust Evidence: LegitScript approved badge in footer, legal disclaimers present, privacy policy and terms linked, telehealth consent page linked, consumer health data privacy policy linked. Important disclaimers about limitations ('Lab results alone are not intended to diagnose, treat, or cure any condition') are present. No contact info directly on page. No author attribution. • Expertise Evidence: References to 'doctor developed insights,' 'provider order required,' '75+ biomarkers,' and 'Quest Diagnostics locations' suggest medical expertise behind the service. However, no specific medical professionals are named or credentialed on this page. Footnotes clarify limitations of biomarker testing. • Experience Evidence: The page describes a service process (5 steps) but provides no first-person accounts, patient testimonials, or real-world usage examples on this specific page. No author or medical reviewer is identified on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in footer. The brand has established market presence. Partnership with Quest Diagnostics (2,000+ locations) adds credibility. Canonical URL and structured data are properly implemented.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a medical lab testing service that tests 75+ biomarkers, screens for signals of 1,000+ conditions, and provides doctor-prescribed action plans including Rx treatment recommendations. Users may make health decisions based on this service's results and recommendations. • Potential Harm: Users could make significant health decisions based on lab results and action plans from this service. Misunderstanding the limitations of biomarker testing (not diagnostic) could lead to delayed proper medical care. The service involves real medical testing and provider interactions. • Standards Required: High standards for E-E-A-T required. Named medical professionals, clear credentials, transparent methodology, robust disclaimers, and evidence-based claims are necessary. The page partially meets these standards with disclaimers but lacks named expert attribution.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear, logical step-by-step structure that directly answers 'how it works', Specific, concrete details (2,000+ Quest locations, 75+ biomarkers, $349/year pricing), Important medical disclaimers present and visible, Footnotes on comparative claims provide some transparency • Weaknesses: No H1 or H2 heading structure detected, which is a significant SEO and accessibility issue, 743 words is thin for a YMYL health service explanation page, No FAQ section addressing common user questions about the testing process, No information about what happens with abnormal results beyond 'provider will reach out', No explanation of the medical review process or how Action Plans are generated • Mc Description: The main content describes a 5-step process for using Labs by Hims: (1) Schedule test at Quest Diagnostics, (2) Get insights from results, (3) Follow a doctor-prescribed Action Plan, (4) Measure progress with mid-year recheck, (5) Track health over time. Includes pricing ($349/year), comparative value claims, and CTAs.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy approval • NYSE-listed company (Hims & Hers Health, Inc.) • Quest Diagnostics partnership • Privacy policy and terms of service present • Consumer Health Data Privacy Policy

Trust Analysis

Transparency: Moderate transparency. The company is publicly identified, legal disclaimers are present, and medical limitations are disclosed. However, the page lacks named medical experts, direct contact information, and detailed methodology for how insights and action plans are generated. • Trust Factors: LegitScript approved badge indicating pharmacy compliance, Publicly traded company with regulatory oversight, Partnership with established Quest Diagnostics network, Medical disclaimers clearly stating limitations, Telehealth consent and open payments disclosure, Canonical URL properly set, Structured data (BreadcrumbList) implemented • Distrust Factors: No contact information on this page, No named medical professionals or authors, No about page link from this page, Vague comparative claims ('5x more', '1,000+ conditions'), No patient testimonials or independent reviews on page, Missing meta description

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'regulatory': 'Telehealth provider with licensed healthcare providers', 'partnerships': ['Quest Diagnostics'], 'stock_listing': 'NYSE: HIMS', 'certifications': ['LegitScript Approved']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial landing page for a legitimate telehealth service. Claims are footnoted with clarifications. Medical disclaimers are present. The page clearly identifies itself as a commercial service requiring eligibility and provider order. No hidden content, misleading design patterns, or deceptive information detected.

Harm Analysis

Severity: none • Harm Details: The page includes appropriate disclaimers that lab results are not intended to diagnose, treat, or cure conditions. The service is a legitimate telehealth offering from a publicly traded company with LegitScript approval. While some comparative claims use vague metrics ('5x more'), these are footnoted with clarifications. The overall presentation is not deceptive or harmful.

Ads Analysis

Ad Placement: The page has ads flagged but given this is a commercial product page (hims.com selling its own Labs service), the 'ads' likely refer to promotional CTAs and sticky promotional banners ('Get in-depth lab testing for less than $1/day') which are native to the site's own product. These are not third-party display ads. • User Experience Impact: The promotional CTAs are integrated into the page flow and do not appear to obstruct the main content. The sticky CTA banner at top is standard e-commerce practice and does not significantly impede content access.

Recommendations

Critical Issues

• Missing H1 heading is a significant technical SEO issue for a page with this title

• No named medical experts on a YMYL health service page reduces E-E-A-T credibility significantly

• Missing meta description reduces search result click-through performance

Improvements

• Add H1 and H2 heading structure to improve both SEO and accessibility

• Include named medical professionals (e.g., Medical Director) with credentials who reviewed or developed the service

• Add a meta description to improve click-through rates from search results

• Expand content depth with FAQ section addressing common questions about the testing process, result interpretation, and privacy

• Add contact information or a clear link to customer support on the page

• Provide more specific methodology for how 'Biological Age' is calculated and validated

• Include patient testimonials or independent review scores to build social proof

• Clarify the '5x more' claim with more specific and verifiable data

• Add information about what specific actions are taken when critical results are found

Strengths

• Clear, well-structured 5-step process that directly fulfills the page's stated purpose

• Appropriate and prominent medical disclaimers about diagnostic limitations

• LegitScript approval and partnership with Quest Diagnostics provide strong institutional credibility

• Proper structured data (BreadcrumbList schema) implementation

• Transparent pricing ($349/year) with footnoted comparative claims

• Comprehensive legal/privacy infrastructure in footer

207 https://hims.com/labs/immune-defense N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

208 https://hims.com/labs/inflammation-and-stress 62

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:45

Scores at a Glance

58	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
70	Authoritativeness	68	Trust	60	Content Effort	55	Originality
65	Skill	72	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to explain Hims' inflammation and stress lab testing service, describe the biomarkers tested (cortisol, DHEA-S), and convert visitors into paying customers for the lab testing product. • Rating Justification: The page is a commercial product page for a lab testing service from a legitimate, established telehealth company. It has a medical reviewer, cited sources, and appropriate disclaimers. However, for a YMYL health topic, the content is relatively shallow (only 2 biomarkers discussed, limited clinical depth), lacks proper heading structure (no H1/H2), has no contact info on the page, and is primarily designed to convert users to purchase rather than comprehensively inform. It meets basic quality standards but falls short of the high bar required for YMYL health content.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	70
Trust	68

E-E-A-T Analysis

Key Strengths: Medical reviewer (MD) credited with publication date, Multiple peer-reviewed scientific citations provided, LegitScript approval badge present, Clear disclaimers about non-diagnostic nature of tests, Established telehealth brand with large user base, Structured data (BreadcrumbList) implemented • Key Weaknesses: No H1 or H2 headings detected, indicating structural/SEO issues, No author bio or credentials page linked, No contact information visible on this page, Content is relatively thin for a YMYL health topic (only 2 biomarkers discussed in depth), Primarily a commercial sales page rather than a comprehensive health resource, No about page linked from this page, Missing information about lab accreditation (CLIA, CAP) or partner laboratory details • Trust Evidence: Positive trust signals include: LegitScript pharmacy approval badge, medical reviewer attribution (Felix Gussone, MD), cited peer-reviewed references, clear disclaimers that lab results are not diagnostic tools, mention of 24/7 provider messaging, and standard legal/privacy pages. Negative signals include: no H1/H2 headings (structural issue), no visible contact info on this specific page, no about page link visible, and the page is primarily a commercial conversion page for a paid lab testing service. • Expertise Evidence: Content is reviewed by Felix Gussone, MD (published 11/13/2025), lending medical credibility. The page references peer-reviewed sources (PMC, PubMed, ScienceDirect) and accurately describes biomarkers like cortisol and DHEA-S. However, the content is relatively surface-level for a YMYL health topic, lacking depth on testing methodology, lab reference ranges, or clinical interpretation nuances. • Experience Evidence: The page is produced by Hims, a telehealth company with over 2.4 million customers (as of June 30, 2025), indicating real-world operational experience in health services. However, there is no first-person patient experience, no case studies, and no practitioner narratives demonstrating lived experience with inflammation/stress testing. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition, LegitScript approval (visible in footer), and a large customer base. The domain hims.com is well-established. The page links to credible scientific sources. However, the page itself does not prominently feature medical board oversight, clinical partnerships, or regulatory certifications specific to lab testing.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses medical lab testing for health biomarkers (cortisol, DHEA-S, inflammation markers), links these to serious health conditions (heart disease, diabetes, depression, autoimmune disorders), and is part of a commercial telehealth service that provides health recommendations and potentially prescription medications based on test results. This clearly falls within YMYL health/safety territory. • Potential Harm: Users could make health decisions based on incomplete or misunderstood lab information. The page mentions that abnormal results may lead to prescription medication recommendations, which carries direct health risk if the service is not properly supervised. Misinterpretation of cortisol or DHEA-S levels without proper clinical context could lead to unnecessary anxiety or inappropriate self-treatment. • Standards Required: Highest standards of medical accuracy, clear credentials of healthcare providers involved, transparent lab accreditation information, robust disclaimers, and comprehensive clinical context are required for this type of YMYL health content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear explanation of why inflammation and stress monitoring matters, Appropriate medical disclaimers throughout, FAQ section addresses realistic user questions, Scientific references provided and linked, Medical reviewer credited with publication date, Related health categories provide useful context • Weaknesses: Only 2 biomarkers discussed despite the page title suggesting comprehensive coverage, No H1 or H2 headings present, making content structure poor, Content is primarily promotional rather than comprehensively educational, No information about lab accreditation, sample collection process, or turnaround times, No pricing information visible, requiring users to proceed further into the funnel, Lacks depth expected for a YMYL health topic — no discussion of normal vs. abnormal ranges, clinical significance thresholds, or when to seek immediate care • Mc Description: The main content describes Hims' inflammation and stress lab testing service, explaining why these biomarkers matter, listing the two biomarkers tested (cortisol and DHEA-S), explaining the benefits of testing through Hims, and providing a FAQ section. The content is supplemented by related health category links and scientific references.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	LegitScript pharmacy approval badge • NYSE-listed public company (HIMS) • 2.4+ million customers cited • Medical reviewer Felix Gussone, MD credited • Peer-reviewed scientific citations

Trust Analysis

Transparency: Moderate transparency. The page clearly identifies itself as a commercial service, includes a medical reviewer, cites sources, and provides appropriate disclaimers. However, it lacks transparency about the laboratory infrastructure, accreditation, and specific clinical protocols behind the testing service. • Trust Factors: LegitScript approved pharmacy badge visible in footer, Medical reviewer (Felix Gussone, MD) credited with publication date, Multiple peer-reviewed scientific references cited, Clear disclaimers about non-diagnostic nature of tests, Established telehealth brand with significant market presence, Privacy policy, terms and conditions, and consumer health data privacy policy linked, Telehealth consent information linked, 24/7 provider messaging mentioned as a service feature, Structured data implemented correctly • Distrust Factors: No contact information visible on this specific page, No about page linked from this page, No information about laboratory accreditation (CLIA/CAP certification), No information about which partner laboratory processes the tests, Missing H1/H2 heading structure suggests possible technical/quality issues, The page is primarily a sales/conversion page, which may bias information presentation, No patient testimonials or outcome data specific to the lab testing service

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'regulatory': 'LegitScript approved', 'customer_base': '2.4+ million as of June 30, 2025', 'stock_listing': 'NYSE: HIMS', 'medical_reviewer': 'Felix Gussone, MD', 'publication_date': '11/13/2025'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for this product page, No keyword stuffing or manipulative SEO patterns observed, No suspicious patterns flagged in page structure analysis

Deception Analysis

Severity: none • Deception Details: The page is transparent about its commercial purpose (selling lab testing services). Health claims are appropriately hedged with disclaimers. The page does not make false or exaggerated health claims. The '2.4 million people trust Hims & Hers' statistic is footnoted with a date reference. No hidden advertising or disguised commercial content detected.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful to individuals or groups. It includes appropriate disclaimers that lab results are not diagnostic tools and recommends consulting healthcare providers. The commercial nature of the page (selling lab tests) is transparent. There is no misleading health information identified — claims are appropriately hedged and supported by citations.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but given this is a Hims-owned product page, the 'ads' likely refer to tracking/marketing pixels (Google Tag Manager detected) or promotional content for Hims' own services rather than third-party display advertising. The page promotes its own lab testing service throughout, which is standard for a commercial product page. • User Experience Impact: The promotional content (CTAs like 'Start testing') is integrated into the page design and does not appear to obstruct the main content. The commercial intent is transparent and expected on a product page.

Recommendations

Critical Issues

- Missing H1/H2 heading structure is a significant technical and quality issue for a YMYL health page
- No laboratory accreditation information (CLIA/CAP) undermines trust in the testing service's clinical validity
- No contact information on the page fails basic trust and accessibility standards for a health service

Improvements

• Add proper H1 and H2 heading structure to improve content organization and SEO

• Include laboratory accreditation information (CLIA/CAP certification) and name the partner laboratory performing the tests

• Expand biomarker coverage — the page mentions hs-CRP in related categories but doesn't include it in the main biomarker section; add comprehensive coverage of all tested markers

• Add contact information (phone, email, or chat) directly on the page for user trust and accessibility

• Include reference ranges and clinical interpretation guidance for cortisol and DHEA-S to improve educational value

• Add an author bio page for Felix Gussone, MD with credentials and clinical background

• Include information about sample collection process, turnaround times, and how results are delivered

• Add patient testimonials or outcome data specific to the lab testing service

• Link to an About page from this page to improve trust signals

• Consider adding a section on when abnormal results warrant urgent medical attention

Strengths

• Medical reviewer (Felix Gussone, MD) credited with publication date, providing accountability

• Multiple peer-reviewed scientific references cited and linked, supporting content accuracy

• Appropriate and consistent medical disclaimers throughout the page

• LegitScript pharmacy approval badge provides third-party credibility

• Clear and accessible writing style that balances medical accuracy with user comprehension

• FAQ section effectively addresses common user concerns about the testing service

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Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:45

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	58	Trust	55	Content Effort	45	Originality
60	Skill	62	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about kidney health lab testing offered by Hims, explain the biomarkers tested, and convert visitors into customers for the Labs service. • Rating Justification: The page is a YMYL health topic (kidney function testing) from a legitimate telehealth company with a named MD reviewer. Content is generally accurate and helpful for its purpose. However, the mismatched sources section (immune health references on a kidney health page) is a significant quality issue suggesting template reuse without proper review. Missing H1, no contact info, and limited depth of kidney-specific content prevent a higher rating. The page meets basic quality standards but falls short of the high bar required for YMYL health content.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Reviewed by a named MD (Felix Gussone, MD) with publication date, Hims is a well-known, publicly traded telehealth company with LegitScript approval, Medical disclaimer present acknowledging limitations of lab results, Structured data (BreadcrumbList) implemented correctly, Accurate descriptions of kidney biomarkers (BUN, creatinine, eGFR) • Key Weaknesses: Sources section contains references entirely about immune function, not kidney health — strong indicator of template/content reuse error, No H1 heading present on the page, No contact information visible on the page, No dedicated author bio or credentials page linked, Reviewer attribution is buried at the bottom with minimal prominence, No external citations to kidney-specific medical literature • Trust Evidence: The page includes a medical disclaimer stating results are not intended to diagnose, treat, or cure conditions. A licensed MD reviewer is credited. LegitScript approval is present. However, there is no H1 heading, no dedicated author bio page, no contact information on the page itself, and the sources section appears to be copied from an immune health page (references are about WBC, eosinophils, neutrophils, etc.) rather than kidney health — a significant trust concern. • Expertise Evidence: The page is reviewed by Felix Gussone, MD (noted at the bottom), which provides some medical expertise signal. The biomarker descriptions (BUN, creatinine, eGFR, BUN/Creatinine Ratio) are medically accurate and appropriately explained. However, the reviewer attribution appears only at the very bottom and is not prominently featured. The sources listed are largely about immune function, not kidney health specifically, suggesting possible content template reuse. • Experience Evidence: The page is a product/service landing page for Hims lab testing. There is no first-person patient experience, no case studies, and no testimonials from users who have undergone kidney health testing. The content is generic marketing copy without lived experience signals. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with over 2.4 million customers as of June 2025. The brand has LegitScript approval visible in the footer. The company has established media presence and regulatory standing as a telehealth provider. However, this specific page lacks citations to kidney-specific medical literature.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses medical laboratory testing for kidney health, describes biomarkers used to assess kidney function, and provides guidance on who should get tested. It operates in the telehealth/medical services space where users may make health decisions based on the information provided. • Potential Harm: Users could make decisions about their kidney health based on incomplete or misrepresented information. The mismatched sources (immune health references) could undermine trust in the medical accuracy of the content. Users might delay seeking proper medical care if they over-rely on this service. • Standards Required: High standards of medical accuracy, clear author credentials, proper sourcing from kidney-specific medical literature, transparent limitations of the service, and clear guidance to consult healthcare providers for diagnosis and treatment.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear explanation of kidney function and why testing matters, Accessible descriptions of each biomarker without excessive jargon, FAQ section addresses common user concerns including dehydration effects and symptom absence, Appropriate cross-linking to related health categories (metabolic, heart, blood, liver health), Medical disclaimer is present and appropriately worded • Weaknesses: No H1 heading — a fundamental on-page SEO and content structure issue, Sources section is entirely mismatched (immune health references on kidney health page), Limited depth compared to what a user seeking kidney health information would need, No information about pricing, how to access results, or what happens after testing, Missing urine-specific biomarkers despite claiming to test both blood and urine markers, No patient testimonials or real-world outcomes data • Mc Description: The main content covers kidney health basics, explains four key biomarkers (BUN, BUN/Creatinine Ratio, Creatinine, eGFR), provides reasons to use Hims for lab testing, lists related health categories, and includes a FAQ section. It is a commercial landing page for a telehealth lab testing service.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript approved pharmacy badge in footer • 2.4+ million customers as of June 2025 • Named MD reviewer (Felix Gussone, MD) with publication date

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and regulated, with legal disclosures in the footer. However, the page itself lacks direct contact information, detailed reviewer credentials, and has a significant content error (mismatched sources) that undermines editorial transparency. • Trust Factors: Publicly traded telehealth company with regulatory oversight, LegitScript pharmacy approval displayed, Named medical reviewer with MD credentials, Medical disclaimer clearly stating limitations of lab results, Publication date provided (11/13/2025), Telehealth Consent and Open Payments disclosure linked in footer, Privacy policy and terms of service accessible • Distrust Factors: Sources section contains immune health references on a kidney health page — suggests poor editorial oversight, No contact information on the page itself, No dedicated author/reviewer bio page linked, No H1 heading — basic technical quality issue, About page not accessible from this page, Reviewer attribution is minimal and buried at page bottom, Claims to test urine markers but only describes blood markers

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'reviewer': 'Felix Gussone, MD', 'customer_base': '2.4+ million as of June 2025', 'stock_listing': 'NYSE: HIMS', 'regulatory_status': 'LegitScript approved telehealth provider'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–

Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_content
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: medium • Spam Indicators: Sources section appears to be copied from an immune health page template without modification — suggests scaled content production with insufficient review, Template-driven content structure repeated across multiple health category pages

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive. However, there is an informational accuracy issue: the sources section contains immune health references rather than kidney health references, which could mislead users about the evidence basis for the content. The claim to test 'blood and urine markers' without describing urine markers is also potentially misleading. These appear to be content production errors rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in that the sources section contains entirely immune health references rather than kidney health references, which could mislead users about the evidence base for the content. The page also states it tests 'blood and urine markers' but only describes blood markers in detail. These are content errors rather than intentional deception, but they could mislead users about the comprehensiveness and evidence basis of the service.

Ads Analysis

Ad Placement: The page has ads flagged but as a commercial landing page for Hims' own lab testing service, the primary commercial content is the service itself. The ads are integrated into the page's commercial purpose rather than being third-party display advertising that disrupts content. • User Experience Impact: Minimal negative impact. The page's commercial nature is transparent — it is a product page for a paid service. CTAs ('Start testing') are clearly labeled and do not obstruct the informational content.

Recommendations

Critical Issues

• Sources section contains exclusively immune health references (WBC, eosinophils, neutrophils, etc.) on a kidney health page — this is a significant editorial error that must be corrected immediately as it undermines the medical credibility of the entire page

• Missing H1 heading is a fundamental technical and content structure issue for a YMYL health page

Improvements

• Replace the immune health sources section with kidney-specific medical references (e.g., KDIGO guidelines, NIDDK resources, peer-reviewed nephrology literature)

• Add an H1 heading to the page for both SEO and content structure

• Expand biomarker descriptions to include urine markers (uACR, urinalysis) since the page claims to test both blood and urine

• Create and link to a detailed author/reviewer bio page for Felix Gussone, MD with credentials and expertise

• Add contact information or a clear path to customer support on the page

• Update eGFR description to reflect current KDIGO 2021 guidelines that have moved away from race-based calculations

• Add pricing transparency or a clear explanation of what the testing process involves

• Include kidney-specific patient testimonials or outcome data to demonstrate real-world experience

Strengths

• Legitimate, publicly traded telehealth company with LegitScript approval and regulatory standing

• Named MD reviewer with publication date provides baseline medical credibility

• Accurate and accessible explanations of kidney biomarkers (BUN, creatinine, eGFR)

• Appropriate medical disclaimer acknowledging limitations of lab results

• Well-structured FAQ section addressing relevant user concerns including dehydration effects and asymptomatic kidney disease

• Clear cross-linking to related health categories demonstrating systemic health understanding

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Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:45

Scores at a Glance

62	PQ Score	66	E-E-A-T Overall	55	Experience	70	Expertise
72	Authoritativeness	68	Trust	68	Content Effort	65	Originality
70	Skill	78	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to inform users about liver health lab testing offered by Hims, explain the biomarkers tested, and convert visitors into paying customers for the Labs by Hims service. • Rating Justification: The page is a YMYL health topic (liver health lab testing) produced by a legitimate telehealth company with MD review and cited sources. It provides genuinely useful information about liver biomarkers, explains what each test measures, and includes a FAQ section. However, it is primarily a commercial landing page designed to sell lab testing services, which limits its informational depth. The lack of H1/H2 headings, missing inline author credentials, and absence of contact info on the page reduce quality signals. The content is accurate and helpful but not comprehensive enough for a 'High' rating on a YMYL topic.

E-E-A-T

Overall	66
Experience	55
Expertise	70
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Reviewed by a named MD (Felix Gussone, MD) with publication date, 13 cited authoritative sources including NIH, NIDDK, American Liver Foundation, and PubMed, Clear medical disclaimer present, Hims is a well-known, publicly traded telehealth company with millions of users, Medically accurate biomarker descriptions with appropriate clinical context • Key Weaknesses: No H1 or H2 headings detected, weakening content structure signals, No direct contact information on the page, Reviewer credentials not fully detailed inline (no link to reviewer bio), Page is primarily a commercial service landing page, not a purely informational resource, No independent third-party endorsements or certifications displayed • Trust Evidence: The page includes a medical disclaimer ('This information is not medical advice and lab results alone are not intended to diagnose, treat, or cure any condition'), a reviewed-by MD attribution, 13 cited peer-reviewed and authoritative sources, structured data (BreadcrumbList), and an About page. No contact info is directly on this page. The page is a commercial product/service page with ads present. • Expertise Evidence: Content is reviewed by Felix Gussone, MD (published 11/13/2025), lending medical credibility. Biomarker descriptions (ALT, AST, ALP, Albumin, Bilirubin, Total Protein, Globulin, A/G Ratio) are medically accurate and appropriately explained. Sources include PubMed, NIDDK, NICE, and the American Liver Foundation. However, the author bio/credentials page for Dr. Gussone is not directly linked or detailed on this page. • Experience Evidence: The page is produced by Hims, a telehealth company with over 2.4 million customers (as of June 30, 2025), indicating real-world operational experience in health services. However, there is no first-person patient experience, no case studies, and no practitioner narratives demonstrating lived experience with liver health testing. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The page cites authoritative external sources (NIH, NIDDK, American Liver Foundation, PMC). The reviewer is an MD. The site has an About page and is a known healthcare brand. However, the page itself lacks H1/H2 headings and does not prominently display the reviewer's credentials inline.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses medical lab testing for liver health, describes specific biomarkers (ALT, AST, ALP, Albumin, Bilirubin), mentions liver diseases (cirrhosis, hepatitis, fatty liver disease), and provides guidance on when to seek medical attention. It is a health service commercial page that could influence users' decisions about their medical care. • Potential Harm: Users could potentially delay seeking appropriate medical care if they rely solely on this service rather than consulting a physician. Misinterpretation of lab results without proper medical guidance could lead to health harm. The page does include a disclaimer, but the commercial nature may create bias toward purchasing the service. • Standards Required: High E-E-A-T standards are required. Medical content must be accurate, reviewed by qualified professionals, include appropriate disclaimers, and not mislead users about the nature or limitations of the service.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear explanation of each biomarker with clinical significance, FAQ section addresses practical user questions, Appropriate medical disclaimer included, Cross-references to related health conditions (metabolic health, heart health, kidney health), 13 authoritative sources cited at the bottom, MD reviewer attribution with publication date • Weaknesses: No H1 or H2 headings detected in the page structure, which is a significant structural deficiency, Content is primarily promotional/commercial rather than purely educational, No specific reference ranges or normal values provided for biomarkers, Limited depth on what happens after abnormal results beyond 'a provider will reach out', The page does not explain pricing, insurance coverage, or how the testing process works in detail • Mc Description: The main content covers: (1) an introduction to liver health and why it matters, (2) descriptions of 8 liver health biomarkers tested by Hims, (3) reasons to use Hims for lab testing, (4) related health categories, (5) a FAQ section, and (6) cited sources. The content is organized logically and serves both informational and commercial purposes.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Company has been covered by major media outlets • 2.4+ million customers as of June 2025 • Telehealth services regulated by state medical boards

Trust Analysis

Transparency: The page is reasonably transparent about its commercial purpose (selling lab testing services), includes a medical disclaimer, attributes content to an MD reviewer, and cites sources. However, it lacks direct contact information and detailed reviewer credentials on the page itself. • Trust Factors: MD reviewer (Felix Gussone, MD) with publication date, 13 peer-reviewed and authoritative sources cited, Clear medical disclaimer present, Publicly traded company with regulatory oversight, About page exists, Structured data implemented correctly, Privacy policy and terms linked in footer, 24/7 provider messaging mentioned as part of service • Distrust Factors: No direct contact information on this specific page, Reviewer credentials not fully detailed inline, Commercial bias: page is designed to sell a service, No independent third-party certifications (e.g., URAC, NCQA) displayed, Ads present on a health information page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'reviewer': 'Felix Gussone, MD', 'published': '11/13/2025', 'company_type': 'Publicly traded telehealth company (NYSE: HIMS)', 'customer_base': '2.4+ million as of June 30, 2025'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is transparent about being a commercial service page for Hims Labs. The medical disclaimer clearly states the service is not intended to diagnose, treat, or cure conditions. The content accurately represents what the service offers. No hidden fees, false claims, or misleading design patterns were identified.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. It includes appropriate medical disclaimers, advises users to seek medical attention for serious symptoms (e.g., jaundice), and does not make unsupported medical claims. The commercial nature of the page is transparent.

Ads Analysis

Ad Placement: Ads are present on the page. Given this is a commercial telehealth company's own product page, the 'ads' likely refer to internal promotional content (CTAs to 'Start testing') rather than third-party display advertising. These are integrated into the page design. • User Experience Impact: The promotional CTAs ('Start testing', 'Get my liver health results') are frequent but do not appear to obstruct the main informational content. The page maintains a reasonable balance between commercial and informational content.

Recommendations

Critical Issues

• Complete absence of H1 and H2 headings is a significant structural deficiency for a YMYL health page

• No direct contact information on the page reduces trust for a health service that users may need to reach urgently

Improvements

• Add proper H1 and H2 heading structure to improve content organization and SEO signals

• Include a dedicated author/reviewer bio section with Dr. Gussone's full credentials, specialization, and a link to his professional profile

• Add direct contact information (phone, email, or chat) to the page to improve trust signals

• Provide reference ranges for each biomarker to increase clinical utility and informational depth

- Add third-party trust certifications (e.g., URAC, NCQA, or state licensing information) to strengthen credibility
- Expand the FAQ section to address pricing, insurance, turnaround times, and what happens after receiving results
- Consider adding patient testimonials or case studies to demonstrate real-world experience

Strengths

- MD-reviewed content with publication date and 13 authoritative cited sources
- Clear medical disclaimer that appropriately limits liability and sets user expectations
- Accurate and accessible explanations of 8 liver health biomarkers with clinical context
- Transparent commercial purpose with no deceptive practices identified
- Strong brand reputation as a publicly traded telehealth company with millions of customers

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55

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:39

Scores at a Glance

52	PQ Score	64	E-E-A-T Overall	55	Experience	72	Expertise
68	Authoritativeness	60	Trust	50	Content Effort	55	Originality
58	Skill	60	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to establish trust in Hims Labs by showcasing the medical specialists who oversee the lab testing service, and to convert visitors into subscribers at $349/year. • Rating Justification: The page serves a legitimate purpose — introducing the medical team behind a telehealth lab testing service — and does so with named, credentialed professionals. However, the content is thin (583 words, heavily diluted by CSS/JS in the excerpt), lacks proper heading structure (no H1/H2), provides no verifiable external credentials, and functions primarily as a marketing/conversion page rather than a substantive informational resource. For a YMYL health topic, this falls short of the high standards required.

E-E-A-T

Overall	64
Experience	55
Expertise	72
Authoritativeness	68
Trust	60

E-E-A-T Analysis

Key Strengths: Named, credentialed medical professionals with specific specialties listed, Includes legal disclaimers and footnotes clarifying marketing claims, Structured data implemented correctly, Quotes attributed to specific named doctors add some authenticity • Key Weaknesses: No verifiable links to doctor profiles, publications, or board certification databases, No contact information or about page accessible from this page, No H1 or H2 headings — poor content structure, Bios are very brief and promotional rather than substantive, No independent third-party endorsements or citations • Trust Evidence: The page includes legal disclaimers about FDA approval status of compounded products, footnotes clarifying claims (e.g., '5x more' and 'thousands less'), and a note that lab results are not diagnostic. Structured data (BreadcrumbList) is present. However, there is no contact information, no about page link, no author bylines, and no independent verification of doctor credentials. • Expertise Evidence: Six named physicians with MD credentials are listed, including specialists in cardiology (Dr. Deepak L. Bhatt), endocrinology (Dr. Alicia Warnock), urology (Dr. Peter Stahl), obesity medicine (Dr. Craig Primack), family medicine (Dr. Brian Williams), and men's health (Dr. Patrick Carroll). Specialties are clearly stated. However, no links to publications, board certifications, or verifiable credentials are provided on this page. • Experience Evidence: The page presents real medical professionals with named credentials and titles (CMO, Head of Urology, etc.), and includes brief quotes from doctors describing their approach to lab testing. However, there is no direct patient experience narrative, no case studies, and no demonstration of hands-on clinical experience beyond brief bios. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company with over 2 million customers claimed. The doctors listed hold senior leadership roles. Dr. Deepak Bhatt is described as 'one of the world's leading cardiologists.' However, no external citations, peer-reviewed references, or third-party validations are present on this page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a medical lab testing service that claims to screen for signals of 1,000+ conditions, including cancer screening. It involves health decisions, medical testing, and doctor-prescribed action plans. Users may make significant health decisions based on this service. • Potential Harm: Users could rely on this service as a substitute for traditional medical care, potentially missing diagnoses or delaying treatment. The claim of detecting 'signals of 1,000+ conditions' could create false confidence. Compounded products mentioned are not FDA-approved. • Standards Required: Highest standards of E-E-A-T required. Verifiable medical credentials, transparent disclaimers, clear scope of service limitations, and evidence-based claims are essential. The page partially meets these standards through disclaimers but falls short on verifiability.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear identification of named medical professionals with specific credentials, Includes important legal disclaimers about FDA status and diagnostic limitations, Doctor quotes provide some insight into the service philosophy, Pricing transparency ($349/year) helps users make informed decisions • Weaknesses: No H1 or H2 headings — fails basic content structure requirements, Doctor bios are extremely brief (1-2 sentences) with no verifiable credential links, Total substantive text content is very thin for a YMYL health page, No explanation of what specific tests are included or how results are interpreted, No information about how to contact the medical team or the company, Missing meta description • Mc Description: The main content consists of a medical team showcase page with six doctor profiles (name, title, specialty, 1-2 sentence bio), three doctor quotes about the lab testing philosophy, a value proposition section with benefit bullets, pricing information ($349/year), and legal disclaimers. The page is primarily a marketing landing page with a thin informational layer.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	–

Trust Analysis

Transparency: Partial transparency. The company is identified, doctors are named with credentials, and disclaimers are present. However, the page lacks contact information, verifiable credential links, and an accessible about page, which are important trust signals for a YMYL health service. • Trust Factors: Hims & Hers is a publicly traded company (NYSE: HIMS) with established brand recognition, Named, credentialed medical professionals with verifiable titles, Legal disclaimers present including FDA status of compounded products, Footnotes clarifying the basis for marketing claims, Structured data correctly implemented, Claims 2 million+ customers served • Distrust Factors: No contact information visible on this page, No about page link accessible from this page, No author attribution for page content, Doctor credentials cannot be verified from this page (no links to profiles, licenses, or publications), Missing meta description, No H1/H2 headings — suggests page may not have been carefully optimized for user experience, Compounded products disclaimer buried in footer-level fine print

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'service_type': 'Telehealth platform', 'stock_ticker': 'NYSE: HIMS', 'customer_base': '2 million+ claimed'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: minor • Deception Details: The page contains minor informational deception through headline claims that are significantly qualified in footnotes. For example, '5x more about your body' is based on a comparison to a very basic routine bloodwork panel, and 'signals of 1,000+ conditions' is qualified by noting biomarkers are not diagnostic. These are common marketing practices but could mislead users who do not read footnotes. The overall page purpose is transparent.

Harm Analysis

Severity: low • Harm Details: The page makes several marketing claims that are qualified only in small-print footnotes: '5x more' learning about your body, detecting 'signals of 1,000+ conditions,' and cost comparisons. The headline claims could mislead users into overestimating the diagnostic value of the service. The FDA disclaimer about compounded products is present but not prominently displayed. These are minor misleading elements rather than severe deception.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content excerpt does not show intrusive third-party advertising. The promotional content on the page is primarily for Hims Labs itself (first-party), which is expected on a product/service page. • User Experience Impact: Minimal negative impact. The page appears to be a product marketing page where promotional content is the expected norm. No evidence of interstitial ads or content-blocking advertisements.

Recommendations

Critical Issues

• Complete absence of H1/H2 headings on a YMYL health page is a significant structural failure

• Doctor credentials are unverifiable from this page — no links to licenses, publications, or external profiles — which is a major trust deficit for a medical service

• No contact information present, which is a critical trust signal missing from a health service page

Improvements

• Add H1 and H2 headings to establish proper content hierarchy and improve both SEO and accessibility

• Expand doctor bios significantly — include education, board certifications, publications, hospital affiliations, and links to verifiable profiles (e.g., Doximity, hospital pages)

• Add a meta description to improve click-through rates and signal page purpose to search engines

• Add visible contact information (phone, email, or chat) to improve trust signals

• Link to an About page that provides comprehensive company background, regulatory compliance information, and medical oversight details

• Move key disclaimers (especially FDA status of compounded products) to more prominent positions rather than fine print

• Add substantive content explaining the science behind the lab panels, what specific biomarkers are tested, and how results are interpreted

• Include links to peer-reviewed research supporting the value of the biomarkers tested

• Add structured data for the medical professionals (Person schema with credentials)

Strengths

• Named, credentialed medical professionals with specific specialties and leadership titles lend genuine authority

• Legal disclaimers and footnotes demonstrate awareness of regulatory requirements and attempt at transparency

• Hims & Hers is an established, publicly traded company with significant brand recognition and customer base, providing baseline institutional credibility

• Structured data (BreadcrumbList) correctly implemented

• Doctor quotes provide authentic voice and specific insight into the service philosophy

212 https://hims.com/labs/metabolic-health 63

Confidence: 0.75 Should Rank Analysed: 18 Jun 2026 05:45

Scores at a Glance

62	PQ Score	65	E-E-A-T Overall	55	Experience	65	Expertise
72	Authoritativeness	68	Trust	65	Content Effort	60	Originality
65	Skill	78	Accuracy	72	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to inform users about metabolic health lab testing offered by Hims, explain the biomarkers tested, and convert visitors into paying customers for the Labs service. • Rating Justification: The page is a product/service landing page for metabolic health lab testing from a legitimate, established telehealth company. It has a named MD reviewer, cited sources, and appropriate disclaimers. However, it is primarily a commercial page designed to drive conversions ('Start testing' CTAs throughout), the medical content is relatively shallow, there are no H1/H2 headings, no author bio, and no contact info on the page. For a YMYL health topic, these gaps prevent a High rating. The content is accurate and not misleading, and the brand is reputable, placing it solidly in the Medium-Plus range.

E-E-A-T

Overall	65
Experience	55
Expertise	65
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Named MD reviewer with publication date, Eight cited peer-reviewed and authoritative sources, LegitScript approval badge indicating pharmacy legitimacy, Clear disclaimer that labs do not diagnose conditions, Large established telehealth brand with 2.4M+ customers • Key Weaknesses: No detailed author/reviewer biography or credentials page linked, No direct contact information on the page, No About page link surfaced in the main content, Surface-level medical explanations without depth expected for YMYL health content, Missing H1/H2 heading structure reduces content credibility signals • Trust Evidence: The page includes a medical reviewer (Felix Gussone, MD) with a publication date, a disclaimer that lab results alone do not diagnose conditions, references to 24/7 provider messaging, and citations to peer-reviewed literature. LegitScript pharmacy approval badge is present in the footer. However, no direct contact info is on this page, no About page link is surfaced, and author bio details are absent. • Expertise Evidence: Content is reviewed by Felix Gussone, MD (published 11/13/2025), lending medical credibility. The page accurately describes biomarkers (glucose, HbA1c, insulin, uric acid) and their clinical significance. Eight peer-reviewed and authoritative sources are cited (NCBI, NIDDK, USPSTF). However, the explanations are relatively surface-level for a medical audience. • Experience Evidence: The page is produced by Hims, a telehealth company with over 2.4 million customers (as of June 30, 2025), indicating real-world operational experience in health services. However, there is no first-person patient experience, no case studies, and no testimonials on this specific page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The site has LegitScript approval (visible in footer). The content cites USPSTF guidelines and NIDDK resources, aligning with authoritative medical standards. The reviewer is a named MD.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses medical lab testing, biomarkers for metabolic health (glucose, HbA1c, insulin, uric acid), risk factors for type 2 diabetes, cardiovascular disease, and fatty liver disease, and implies that results may lead to prescription medication. This is clearly YMYL health content that could influence medical decisions. • Potential Harm: Users may make health decisions based on the information presented, including choosing to use this service instead of consulting a traditional physician, or misinterpreting the significance of lab results. The page does include appropriate disclaimers, mitigating but not eliminating this risk. • Standards Required: Highest standards of E-E-A-T are required: clear medical authorship with verifiable credentials, comprehensive and accurate medical information, transparent disclaimers, easy access to professional consultation, and clear contact/support information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear explanation of what metabolic health is and why it matters, Biomarker descriptions are consumer-friendly and accurate, FAQ addresses practical questions users would have, Sources section with eight peer-reviewed citations adds credibility, Medical reviewer (Felix Gussone, MD) with publication date, Appropriate disclaimer about lab results not diagnosing conditions • Weaknesses: No H1 or H2 headings detected, which is a significant structural issue, Biomarker descriptions are very brief and lack clinical depth, Heavy commercial focus with multiple 'Start testing' CTAs may overshadow informational value, No pricing information, which users would likely want before converting, No information about the testing process, lab partners, or turnaround times in the main content, Author/reviewer bio is not linked or expanded upon • Mc Description: The main content covers: an introduction to metabolic health, why metabolic health matters (with disease risk context), four biomarkers tracked (uric acid, glucose, HbA1c, insulin), reasons to use Hims Labs, related health categories (heart, liver, kidney, inflammation, thyroid), a FAQ section, and a sources/references section with a medical reviewer attribution.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript pharmacy approval badge present in footer • 2.4 million+ customers cited • Named MD reviewer (Felix Gussone, MD)

Trust Analysis

Transparency: Moderate transparency. The company identity is clear, a medical reviewer is named with a date, and disclaimers are present. However, the lack of reviewer biography, contact information, and About page links on this specific page reduces transparency for a YMYL health service page. • Trust Factors: Established, publicly traded telehealth company with significant customer base, LegitScript approval indicating legitimate pharmacy operations, Named medical reviewer with MD credentials, Publication date provided (11/13/2025), Eight peer-reviewed citations from authoritative sources, Clear disclaimer that labs do not diagnose conditions, 24/7 provider messaging mentioned, Privacy policy, terms, and telehealth consent links in footer • Distrust Factors: No contact information on the page itself, No author biography or link to reviewer credentials, No About page link surfaced in main content, Missing H1/H2 heading structure is unusual for a legitimate health page, Heavy conversion focus may prioritize sales over user education, No pricing transparency on the page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'review_date': '11/13/2025', 'stock_ticker': 'NYSE: HIMS', 'customer_base': '2.4 million+ as of June 30, 2025', 'legitimacy_badge': 'LegitScript approved', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original and purpose-built for this service page, No keyword stuffing or manipulative SEO patterns observed, No suspicious patterns flagged in page structure data

Deception Analysis

Severity: none • Deception Details: The page is transparent about being a commercial service page for Hims Labs. The medical information provided is accurate and appropriately disclaimed. The commercial intent (selling lab testing subscriptions) is clear from the multiple CTAs. No hidden fees, false claims, or misleading health promises were detected. The disclaimer explicitly states that lab results alone do not diagnose, treat, or cure conditions.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It includes appropriate medical disclaimers, does not make diagnostic claims, and encourages users to consult healthcare providers. The information about metabolic health risks is accurate and consistent with established medical guidelines. The commercial nature of the page (selling lab tests) is transparent.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but given this is a brand's own product page, the 'ads' likely refer to promotional CTAs for Hims' own services rather than third-party advertising. Multiple 'Start testing' CTAs are present throughout the page but are contextually appropriate for a product landing page. • User Experience Impact: The CTAs are integrated into the content flow and do not appear to obstruct the main content. The commercial nature is transparent and expected on a brand's product page.

Recommendations

Critical Issues

• Missing H1 heading is a significant structural issue for a YMYL health page that should be corrected immediately

• No author biography or linked credentials for the medical reviewer undermines E-E-A-T for a YMYL health service page

Improvements

• Add H1 and H2 heading structure to improve content organization and credibility signals

• Include a linked biography for the medical reviewer (Felix Gussone, MD) with credentials, affiliations, and expertise

• Add contact information (phone, email, or chat) directly on the page for user trust and accessibility

• Expand biomarker descriptions with more clinical depth, including normal ranges, what abnormal results mean, and when to seek care

• Add pricing information or a clear link to pricing to improve transparency and user experience

• Include information about lab partners, CLIA certification, and testing methodology to strengthen credibility

• Add patient testimonials or case studies to demonstrate real-world experience with the service

• Link to or surface the About page and How It Works page more prominently within the main content

Strengths

• Named MD reviewer with publication date provides medical credibility

• Eight peer-reviewed and authoritative citations (NCBI, NIDDK, USPSTF) demonstrate evidence-based approach

• Clear and appropriate disclaimer that lab results do not diagnose conditions

• LegitScript pharmacy approval badge in footer establishes operational legitimacy

• Accurate medical information consistent with established clinical guidelines

• Well-organized content structure covering biomarkers, rationale, FAQ, and related health categories

213 https://hims.com/labs/nutrients 74

Confidence: 0.82 Should Rank Analysed: 18 Jun 2026 05:45

Scores at a Glance

74 PQ Score	70 E-E-A-T Overall	55 Experience	72 Expertise
78 Authoritativeness	74 Trust	78 Content Effort	72 Originality
76 Skill	82 Accuracy	78 Reputation	

Page Quality

PQ Rating	high
PQ Score	74

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to inform potential customers about Hims Labs' nutrient health testing panel, explain what biomarkers are tested and why they matter, and convert visitors to purchase the testing service. It successfully accomplishes this while providing medically accurate supporting information. • Rating Justification: The page is a well-constructed commercial health service landing page from a legitimate, publicly traded telehealth company. It features medically reviewed content, accurate biomarker descriptions, cited peer-reviewed sources, appropriate disclaimers, and a named MD reviewer. It meets the purpose of informing users about nutrient health lab testing services. The primary weakness is its commercial nature and lack of deep clinical detail, but it appropriately directs users to clinicians for interpretation. It does not exhibit deceptive practices, harmful content, or spam characteristics. The YMYL health context requires high standards, which are largely met.

E-E-A-T

Overall	70
Experience	55
Expertise	72
Authoritativeness	78
Trust	74

E-E-A-T Analysis

Key Strengths: Named medical reviewer (Felix Gussone, MD) with publication date, Comprehensive, cited references from NIH, WHO, and peer-reviewed journals, Clear medical disclaimer and scope-of-service statements, LegitScript approved telehealth platform, Accurate clinical descriptions of biomarkers with appropriate context • Key Weaknesses: No direct contact information on this specific page, No detailed author/reviewer biography or credentials page linked, Commercial intent may create bias in how testing benefits are presented, No H1 or H2 headings detected in structured metadata (though content appears organized), Limited discussion of test limitations or false positive/negative rates • Trust Evidence: The page includes a medical disclaimer ('This information is not medical advice and lab results alone are not intended to diagnose, treat, or cure any condition'), references to clinician oversight ('A provider will reach out about critical results'), LegitScript pharmacy approval badge, structured citations with publication dates, and a named medical reviewer. However, contact info is not directly on this page, and the page is primarily commercial in nature. • Expertise Evidence: Content is reviewed by Felix Gussone, MD (noted at bottom: 'Reviewed by Felix Gussone, MD, Published 11/13/2025'). The page includes medically accurate descriptions of biomarkers (B12, ferritin, folate, homocysteine, magnesium RBC, etc.), explains serum vs. RBC testing differences, and references peer-reviewed sources from NCBI, NIH Office of Dietary Supplements, and WHO. The biomarker explanations are clinically appropriate and accurate. • Experience Evidence: The page is a product/service landing page for Hims Labs nutrient testing. It does not feature first-person patient experiences or clinician narratives. The content is written from an organizational perspective rather than lived experience. The claim of '2.4 million people trust Hims & Hers' provides indirect social proof of user experience. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The site has LegitScript approval (referenced in footer). The content cites authoritative sources including NIH, WHO, and PubMed-indexed studies. The company operates a licensed telehealth platform with healthcare providers.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns medical laboratory testing, health biomarkers, nutrient deficiencies, and their health implications. It discusses conditions like anemia, bone loss, neurological issues, and mood disorders. It is a commercial health service that involves blood testing and potential prescription medication recommendations. This clearly falls within YMYL health/safety territory. • Potential Harm: Users could make health decisions based on this content, including purchasing lab tests, self-supplementing based on results without proper medical guidance, or misinterpreting the significance of biomarker levels. However, the page includes appropriate disclaimers directing users to clinicians for interpretation. • Standards Required: High E-E-A-T standards are required: medical reviewer credentials, accurate clinical information, appropriate disclaimers, clear scope of service, and transparent business practices. The page largely meets these standards.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive biomarker coverage with individual explanations for each test, FAQ section addresses genuinely useful clinical questions including supplement safety and testing methodology, 16 peer-reviewed citations from NIH, WHO, and PubMed-indexed journals, Named MD reviewer with publication date, Appropriate medical disclaimers and scope-of-service statements, Clear explanation of why certain markers are tested 2x/year vs. more frequently • Weaknesses: No H1/H2 heading structure detected in page metadata (may affect accessibility and SEO), Heavy CSS/JavaScript code in the page source dilutes content signal, No pricing information, which users would likely want before committing, Limited discussion of test limitations, false positives, or reference range variability, The 'action plan' and prescription medication pathway is mentioned but not detailed • Mc Description: The main content consists of: (1) an introduction to nutrient health and why it matters, (2) a comprehensive listing of 16+ biomarkers tested with individual explanations, (3) a value proposition section for Hims Labs, (4) related health category cross-links, (5) a FAQ section with 5 clinically relevant questions, and (6) a sources/references section with 16 citations. The content is well-organized and covers the topic adequately for a consumer-facing service page.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	No
Has Author Info	Yes
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS) • LegitScript pharmacy approval badge present in footer • 2.4 million+ customers claimed as of June 30, 2025 • Named medical reviewer: Felix Gussone, MD • References to telehealth consent and open payments transparency

Trust Analysis

Transparency: The page is reasonably transparent about its commercial nature, the role of clinicians in the process, and the limitations of lab testing. The medical disclaimer is clear. The company's identity is unambiguous. However, the reviewer's credentials are not linked to a detailed biography, and the full cost/process of the service is not disclosed on this page. • Trust Factors: Publicly traded company with regulatory oversight (SEC filings), LegitScript approved telehealth/pharmacy platform, Named MD medical reviewer with publication date, 16 peer-reviewed citations from authoritative sources, Clear medical disclaimers and scope limitations, Links to terms & conditions, privacy policy, consumer health data privacy policy, Telehealth Consent & Open Payments disclosure link in footer, Structured data (BreadcrumbList) implemented correctly • Distrust Factors: No direct contact information on this specific page, No linked biography or credentials page for the medical reviewer, Commercial conflict of interest: company profits from selling the tests it recommends, No About page linked from this specific URL, The 'action plan' including potential prescription medications is not fully disclosed

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'review_date': '11/13/2025', 'stock_ticker': 'NYSE: HIMS', 'customer_base': '2.4 million+ as of June 30, 2025', 'medical_reviewer': 'Felix Gussone, MD', 'regulatory_approval': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial health service landing page. The purpose (selling lab testing services) is clear and not hidden. The medical information provided is accurate and appropriately caveated. There are no hidden fees, misleading health claims, or deceptive design patterns evident from the content analysis. The commercial intent is transparent.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It includes appropriate medical disclaimers, directs users to clinicians for result interpretation, and does not make unsubstantiated health claims. The commercial nature of the page (selling lab tests) is transparent. The content accurately represents the limitations of lab testing and the need for clinical oversight.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely in the form of promotional CTAs for the Hims Labs service itself (internal conversion elements) and potentially third-party tracking/advertising via Google Tag Manager (GTM-KZL9BCQ). The page is primarily a product landing page, so most 'ads' are first-party promotional content. • User Experience Impact: The promotional CTAs ('Start testing' buttons) are integrated into the content flow and do not appear to obstruct the main content. The page structure suggests a clean layout without intrusive interstitials or pop-up ads based on the content analysis.

Recommendations

Critical Issues

• No direct contact information visible on this YMYL health page — users with urgent questions about test results or medical concerns need clear pathways to reach support

• Medical reviewer credentials are not linked to a detailed biography, which is a significant gap for a YMYL health page requiring high E-E-A-T

Improvements

• Add a linked biography page for medical reviewer Felix Gussone, MD, including credentials, specialization, and institutional affiliations

• Include direct contact information (phone, email, or chat) on the page or a clearly visible link to customer support

• Add an About/Company page link from this page to provide organizational context and transparency

• Include pricing information or a clear link to pricing to improve transparency for users evaluating the service

• Add discussion of test limitations, reference range variability between laboratories, and conditions that may affect biomarker interpretation

• Implement proper H1/H2 heading structure to improve accessibility and content organization signals

• Update the Vitamin D deficiency prevalence statistic with more recent data or clarify the threshold used in the cited 2018 study

Strengths

• Comprehensive, accurate biomarker descriptions reviewed by a named MD with publication date

• 16 peer-reviewed citations from NIH, WHO, and PubMed-indexed journals demonstrating research backing

• Clear medical disclaimers and appropriate scope-of-service statements that protect users from over-relying on lab results

• LegitScript approved platform with transparent legal/privacy documentation

• Well-organized FAQ section addressing clinically relevant questions including supplement safety and testing methodology differences

214 https://hims.com/labs/thyroid-health

55

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:45

Scores at a Glance

55	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	60	Content Effort	55	Originality
65	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to inform users about thyroid health lab testing offered by Hims and convert them into customers. It explains what biomarkers are tested, why thyroid health matters, and how the service works. • Rating Justification: The page is a commercial landing page for a telehealth lab testing service focused on thyroid health. It provides medically accurate information about thyroid biomarkers with a physician reviewer credited. However, it is primarily a sales/conversion page with multiple CTAs ('Start testing'), the sources listed are mismatched to the content topic, there are no H1/H2 headings, and the page lacks depth of educational content one would expect for a YMYL health topic. The content is adequate but not comprehensive enough to be rated High for a medical topic.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Physician reviewer (Felix Gussone, MD) credited with publication date, LegitScript pharmacy approval badge in footer, Medical disclaimer present, Accurate clinical descriptions of thyroid biomarkers, References to USPSTF and established medical guidelines • Key Weaknesses: No detailed author/reviewer biography or credentials elaborated on-page, Sources listed appear to be for testosterone/hormone content, not thyroid-specific (mismatch), No contact information on this specific page, No patient testimonials or real-world experience evidence, Missing H1 and H2 headings indicating structural/SEO issues • Trust Evidence: The page includes a medical disclaimer ('This information is not medical advice and lab results alone are not intended to diagnose, treat, or cure any condition'), mentions 24/7 provider messaging, and notes a physician reviewer. LegitScript approval in footer adds credibility. However, no contact info is directly on this page, no detailed author bio, and the sources listed appear mismatched (prostate cancer, estradiol, testosterone references for a thyroid page). • Expertise Evidence: The page is noted as 'Reviewed by Felix Gussone, MD' published 11/13/2025, which provides some medical credentialing. The content accurately describes thyroid biomarkers (TSH, Free T4, Free T3, TPOAb, TgAb) with medically sound explanations. However, the reviewer's credentials are not elaborated upon on this page, and no author bio is present. • Experience Evidence: The page is a product/service landing page from Hims, a known telehealth company. There is no first-person patient experience, no case studies, and no testimonials visible in the extracted content. The company claims 2.4 million users trust Hims & Hers, which implies real-world service delivery experience. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The site has LegitScript approval (visible in footer). The page references credible external sources including USPSTF guidelines and mentions 20 million Americans affected by thyroid disease. Sources listed include PubMed, NCBI, and peer-reviewed journals, though many listed sources appear to be for testosterone/hormone content rather than thyroid-specific content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly relates to medical lab testing for thyroid conditions, discusses health conditions (hypothyroidism, hyperthyroidism, autoimmune thyroid disease), and provides guidance on when to seek testing. Decisions made based on this content could directly affect a user's health decisions and medical care. • Potential Harm: Users may make decisions about their health based on this content, including whether to seek medical testing or treatment. Inaccurate information about thyroid conditions could delay proper diagnosis or lead to inappropriate self-management. The mismatched sources (testosterone/prostate references for a thyroid page) raise concerns about content accuracy verification. • Standards Required: High standards of medical accuracy, clear expert credentials, transparent sourcing, and appropriate disclaimers are required. The page must not overstate the diagnostic capability of the tests or understate the need for physician consultation.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear explanation of each biomarker tested and its clinical significance, FAQ section addresses relevant patient questions, Appropriate medical disclaimer included, Physician reviewer credited with publication date, Connects thyroid health to related health categories (metabolic, hormone, heart, inflammation) • Weaknesses: No H1 or H2 headings present, which is a significant structural deficiency, Sources listed are entirely mismatched to thyroid content (testosterone, prostate cancer references), Thin actual readable content relative to word count (much is CSS/JavaScript code), No detailed treatment information or next steps beyond 'start testing', Lacks depth expected for a YMYL health topic - no discussion of treatment options, when to see a doctor urgently, or what abnormal results mean in detail, Multiple aggressive CTAs ('Start testing') throughout may prioritize conversion over user education • Mc Description: The main content covers: (1) an introduction to thyroid health and the thyroid gland's role, (2) why thyroid health matters with mention of hypo/hyperthyroidism, (3) descriptions of five biomarkers tested (TgAb, TPOAb, Free T3, TSH, Free T4), (4) why to use Hims for lab testing, (5) a FAQ section with five questions, and (6) related health categories. The content is primarily a product landing page with educational elements.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers is a publicly traded company (NYSE: HIMS) • LegitScript pharmacy approval • 2.4 million reported users as of June 30, 2025 • Physician reviewer (Felix Gussone, MD) credited

Trust Analysis

Transparency: Moderate transparency. The page clearly identifies itself as a commercial service, includes a medical disclaimer, credits a physician reviewer, and links to legal/privacy documents. However, the mismatched sources undermine credibility, and the lack of detailed reviewer credentials on-page reduces transparency about who is validating the medical content. • Trust Factors: LegitScript approved pharmacy badge in footer, Physician reviewer (Felix Gussone, MD) with publication date, Medical disclaimer clearly stating limitations of lab results, Publicly traded company with established brand reputation, Telehealth Consent and Open Payments disclosure linked in footer, Privacy policy and consumer health data privacy policy present, 24/7 provider messaging mentioned as part of service • Distrust Factors: No contact information on this specific page, No detailed author/reviewer biography or credentials, Sources section contains entirely irrelevant references (testosterone, prostate cancer) for a thyroid health page, No H1 or H2 headings - structural issue that may indicate template/CMS problems, About page not accessible from this page, Heavy commercial focus with numerous CTAs may overshadow educational content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'users': '2.4 million as of June 30, 2025', 'company': 'Hims & Hers Health, Inc.', 'regulatory': 'LegitScript approved', 'review_date': '11/13/2025', 'stock_listing': 'NYSE: HIMS', 'medical_reviewer': 'Felix Gussone, MD'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Sources section appears to be copied/carried over from another page (testosterone/hormone content) without being updated for thyroid content - suggests template reuse without proper customization

Deception Analysis

Severity: minor • Deception Details: The page is transparent about being a commercial service selling lab tests. The medical information provided is generally accurate. The mismatched sources are a quality/editorial error rather than deliberate deception. The commercial intent is clear throughout. No hidden advertising or disguised promotional content detected.

Harm Analysis

Severity: low • Harm Details: The page does not contain content that is directly harmful. It includes appropriate medical disclaimers stating that lab results alone are not intended to diagnose, treat, or cure any condition. The medical information provided about thyroid conditions is generally accurate. The mismatched sources are a quality concern but not a deliberate attempt to mislead. The commercial nature of the page (selling lab tests) is transparent.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content appears to be the Hims service itself rather than third-party advertising. The CTAs throughout the page ('Start testing') are promotional for Hims' own service. Google Tag Manager is implemented for tracking. • User Experience Impact: The multiple CTAs ('Start testing' appearing numerous times throughout the page) create a somewhat aggressive commercial experience, but they do not obstruct the main content. The page structure allows users to read the educational content without being blocked by advertising.

Recommendations

Critical Issues

• Mismatched sources section (testosterone/prostate cancer references on a thyroid health page) severely undermines medical credibility and suggests inadequate editorial review

• Missing H1 heading is a fundamental structural deficiency for a YMYL health page

• No contact information on page violates basic trust signals required for YMYL content

Improvements

• Fix the sources section immediately - replace testosterone/prostate cancer references with actual thyroid health research citations (e.g., ATA guidelines, USPSTF thyroid screening recommendations, studies on thyroid antibodies)

• Add H1 and H2 headings to improve page structure and accessibility

• Expand the physician reviewer section with a full biography, credentials, and link to their professional profile

• Add contact information (phone, email, or chat) directly on the page

• Deepen the educational content - add information about what abnormal results mean, when to seek urgent care, and how thyroid conditions are treated

• Add an About section or link prominently to Hims' medical team page

• Include patient testimonials or case studies to demonstrate real-world experience

• Reduce the number of 'Start testing' CTAs to improve the educational-to-commercial content ratio

Strengths

• Physician reviewer (Felix Gussone, MD) credited with publication date provides baseline medical credibility

• Accurate and accessible explanations of thyroid biomarkers (TSH, Free T4, Free T3, TPOAb, TgAb)

• Appropriate medical disclaimer clearly stating limitations of lab results

• LegitScript pharmacy approval adds regulatory credibility

• FAQ section addresses relevant patient concerns with balanced, evidence-based answers

• Clear connection between thyroid health and related health categories (metabolic, hormone, cardiovascular)

215 https://hims.com/learn/testosterone 48

Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:35

Scores at a Glance

48	PQ Score	52	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	50	Trust	55	Content Effort	50	Originality
55	Skill	55	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to educate users about testosterone, its effects, and treatment options while converting visitors to Hims testosterone treatment subscribers. It partially meets this purpose through its structured guide format but is primarily a commercial landing page. • Rating Justification: This is a YMYL health page (testosterone treatment) from a legitimate telehealth company. The page serves a dual purpose: educational guide and product/service conversion. While Hims has brand authority and includes appropriate disclaimers, the page lacks named medical authorship, clinical citations, and detailed expert-reviewed content. The main content excerpt is heavily dominated by CSS/JavaScript code rather than substantive medical information, making it difficult to fully assess content depth. The page meets basic quality standards for a commercial health service but falls short of the high standards required for YMYL medical content.

E-E-A-T

Overall	52
Experience	45
Expertise	55
Authoritativeness	60
Trust	50

E-E-A-T Analysis

Key Strengths: Hims is a recognized, publicly traded telehealth brand with established reputation, Includes FDA disclaimer and prescription requirement notice, showing some transparency, Has structured data and an About page, References at-home lab testing and care team access, indicating real service infrastructure • Key Weaknesses: No named medical author or credentials displayed, No citations to clinical studies or medical literature, No contact information detected on the page, Primarily a commercial landing page rather than a genuine educational resource, No patient testimonials or real-world experience evidence in extracted content • Trust Evidence: The page includes an important disclaimer: 'Testosterone Rx is not approved or evaluated for safety, effectiveness, or quality by the FDA. Not available in all 50 states. Prescription products require an online consultation with a healthcare provider.' This transparency is positive. However, no contact info is detected, no author info is present, and the primary purpose is commercial conversion rather than patient education. • Expertise Evidence: The page mentions healthcare providers conducting online consultations and references specific medications (Enclomiphene, Tadalafil). However, there is no named medical author, no credentials displayed, no citations to peer-reviewed literature, and no author info detected. The content appears to be marketing-oriented rather than clinically authored. • Experience Evidence: The page is a product/service landing page from Hims, a telehealth company. There is no first-person patient experience, no case studies, and no testimonials visible in the extracted content. The page references 'at-home lab testing' and '24/7 access to your Care Team,' implying operational experience, but no individual practitioner experience is demonstrated. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with recognized brand presence in men's health. The domain hims.com is established. However, this specific page lacks citations, external references, or endorsements from medical organizations. The page is primarily a product landing page, not an authoritative medical resource.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses testosterone replacement therapy, hormone health, prescription medications (Enclomiphene, Tadalafil), lab testing, and medical treatment plans. These topics directly impact physical health and safety. Users may make decisions about pursuing hormone therapy based on this content. • Potential Harm: Users could make uninformed decisions about hormone therapy, misunderstand risks of testosterone treatments, or delay seeking appropriate medical care. The page promotes specific prescription medications (Enclomiphene + Tadalafil) which carry real medical risks including cardiovascular effects, fertility impacts, and hormonal disruption. • Standards Required: Highest E-E-A-T standards required: named medical authors with credentials, peer-reviewed citations, comprehensive risk/benefit information, clear distinction between educational content and advertising, and transparent disclosure of commercial relationships.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive topic coverage across multiple testosterone-related subjects, Clear navigation structure with in-page guide links, Transparent pricing information ($99/mo starting price), Includes important FDA disclaimer and prescription requirement notice, Covers both educational content and practical service information • Weaknesses: No named medical author or reviewer credentials, No citations to peer-reviewed medical literature, Content appears primarily designed for conversion rather than genuine patient education, The FDA disclaimer about lack of approval raises serious concerns about the promoted treatments, Cannot verify depth of medical information from extracted content due to CSS/JS dominance in excerpt • Mc Description: The main content is a structured guide about testosterone covering: what testosterone is and its effects, low testosterone symptoms/causes/treatment, normal testosterone levels, testing methods, testosterone and sex drive, Hims-specific treatment options (Enclomiphene + Tadalafil), pricing, lab testing process, and safety/fertility information. The page also covers testosterone's relationship to erectile dysfunction, weight loss, and body composition.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant media coverage • Licensed healthcare providers conduct consultations per the page

Trust Analysis

Transparency: Partial transparency - the page includes important disclaimers about FDA approval status and prescription requirements, which is positive. However, the lack of named medical authors, no contact information, and the commercial framing of health information reduces overall transparency. • Trust Factors: Publicly traded company with regulatory oversight, Includes FDA disclaimer and prescription requirement transparency, Has About page, Has structured data implementation, References licensed healthcare providers for consultations, Established brand with significant market presence since 2017 • Distrust Factors: No contact information detected on the page, No named medical authors or credentials, No citations to medical literature, Promotes FDA-unapproved treatments without sufficient risk context, Commercial conversion is primary purpose, not patient education, Title 'Complete Guide' overstates the educational nature of what is primarily a marketing page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'stock': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'services': "Online prescription services, men's and women's health"}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	Potentially misleading health claims about unapproved treatments • Commercial health content without adequate medical authorship
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for the Hims brand, Professional web infrastructure with legitimate business operations

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive in purpose or design - it is clearly a Hims product page. However, there is minor informational deception in that the page title 'The Complete Guide' and meta description 'All your questions about testosterone are answered here' imply comprehensive, unbiased medical education, when the page is primarily a commercial landing page designed to convert visitors to Hims subscribers. The FDA disclaimer is present but may be insufficiently prominent relative to the marketing messaging.

Harm Analysis

Severity: low • Harm Details: The page promotes prescription testosterone treatments (Enclomiphene + Tadalafil) that are explicitly noted as 'not approved or evaluated for safety, effectiveness, or quality by the FDA.' While the disclaimer is present, the overall marketing framing may lead users to underestimate risks. The page title calls itself 'The Complete Guide' which implies comprehensive, authoritative medical information, but it is primarily a commercial landing page. This could mislead users into thinking they are receiving unbiased medical education when they are receiving marketing content.

Ads Analysis

Ad Placement: The page itself is essentially a product/service advertisement for Hims testosterone treatments. Traditional third-party ads are noted as present but the primary commercial content is the Hims service promotion integrated throughout the page. • User Experience Impact: The commercial nature of the page is integrated into the content rather than being separate obstructive ads. This is typical for telehealth company landing pages. The user experience appears functional based on the professional page structure.

Recommendations

Critical Issues

• No named medical author or reviewer - critical failure for YMYL health content

• Promoting FDA-unapproved treatments without sufficient risk context and medical authorship creates trust and safety concerns

• No contact information detected, which is a significant trust signal deficiency for a health services company

Improvements

- Add named medical authors with verifiable credentials (MD, DO, or endocrinologist) to all health content
- Include citations to peer-reviewed clinical studies supporting claims about Enclomiphene and testosterone treatments
- Add prominent contact information including phone number, email, and physical address
- Provide more comprehensive risk information about testosterone treatments, including side effects and contraindications
- Clearly distinguish between educational content and commercial/marketing content
- Add a medical review date and update frequency to demonstrate content currency
- Include information about alternative treatment options beyond Hims services to demonstrate objectivity

Strengths

- Established, publicly traded telehealth company with legitimate business operations
- Includes FDA disclaimer and prescription requirement transparency
- Comprehensive topic structure covering multiple aspects of testosterone health
- Professional web implementation with structured data
- Clear pricing transparency ($99/mo starting price)

216 https://hims.com/lp/consult-start-ed-3-in-1-pill 44

Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:47

Scores at a Glance

42	PQ Score	46	E-E-A-T Overall	35	Experience	45	Expertise
55	Authoritativeness	50	Trust	35	Content Effort	40	Originality
45	Skill	55	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	42

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to convert visitors into customers for Hims ED treatment products by guiding them through a brief quiz and directing them to start a medical consultation. It achieves this commercial goal but does not serve as a comprehensive health resource. • Rating Justification: This is a paid advertising landing page (/lp/ path) for a telehealth company promoting ED medication. It serves a legitimate commercial purpose for a known brand, includes required regulatory disclaimers, and connects users to licensed providers. However, it lacks depth, has no author/expert identification, minimal substantive health information, and is primarily a conversion funnel rather than a genuinely helpful health resource. For a YMYL health topic, this falls short of high quality standards but is not deceptive or harmful.

E-E-A-T

Overall	46
Experience	35
Expertise	45
Authoritativeness	55
Trust	50

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, well-known telehealth brand with established reputation, Includes required FDA disclaimer about compounded drug products, References clinical studies with footnotes for efficacy claims, Mentions prescription requirement and licensed provider review • Key Weaknesses: No named medical professionals or credentials displayed, No author information or medical reviewer identified, No contact information visible on the page, Minimal substantive medical content; primarily a sales funnel, No patient reviews or real-world experience evidence • Trust Evidence: The page includes an FDA disclaimer about compounded drugs not being FDA-approved, a prescription requirement notice, and footnoted clinical study references. However, there is no contact information, no author info, no about page link, and no visible privacy policy on the page itself (only in footer). • Expertise Evidence: The page references licensed providers and mentions FDA-approved ingredients (Sildenafil, Tadalafil) with footnoted clinical study citations. However, no named medical professionals, credentials, or detailed clinical explanations are provided on this specific page. • Experience Evidence: No personal testimonials, patient stories, or first-hand experience accounts are present on this landing page. The page is a conversion-focused funnel with no experiential content from real users or clinicians. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The domain hims.com is an established, well-known telehealth platform. However, this specific landing page (/lp/) provides no authoritative signals beyond brand recognition.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes prescription medications (Sildenafil, Tadalafil) for erectile dysfunction, including compounded drug products. It involves medical treatment decisions, prescription drugs, and health outcomes. This is clearly YMYL under the health and safety category. • Potential Harm: Users could make uninformed decisions about prescription medications, including compounded drugs that are explicitly not FDA-approved for safety, effectiveness, or quality. Inadequate information about contraindications, side effects, or drug interactions could lead to health harm. • Standards Required: High standards of medical expertise, clear identification of licensed medical professionals, comprehensive safety information, transparent disclosure of risks and limitations, and robust contact/support information are required for YMYL health content.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product differentiation between FDA-approved generics and compounded options, Transparent FDA disclaimer about compounded drug status, Simple, clear process explanation for how to get treatment, Clinical study citations provided for efficacy claims • Weaknesses: Extremely thin substantive content (614 words, mostly CSS), No explanation of what the '3-in-1' combination actually is or why it's beneficial, No information about side effects, contraindications, or who should not use these medications, No named medical professionals or credentials, Quiz disclaimer undermines the 'personalized' treatment claim, No patient reviews or outcome data, Missing contact information for medical questions • Mc Description: The main content consists of a brief interactive quiz (3 questions about sexual health goals), a product comparison grid showing various ED treatment options (generic Viagra, generic Cialis, 3-in-1 pill, chews, etc.), a 3-step 'how it works' process, and regulatory disclaimers. The actual substantive health content is extremely thin.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has received significant press coverage in major publications including Forbes, WSJ, and health media'} • {'source': 'The company operates under telehealth regulations and requires licensed provider prescriptions'} • {'source': 'BBB accreditation and FTC compliance history as a regulated telehealth company'}

Trust Analysis

Transparency: Partial transparency. The page includes required regulatory disclaimers and prescription requirements, but lacks transparency about the medical professionals involved, the specific compounding pharmacies used, and the actual personalization process. The quiz disclaimer is a notable transparency issue. • Trust Factors: Publicly traded company with SEC reporting obligations, Requires valid prescription from licensed providers, Includes FDA disclaimer about compounded drug status, References clinical studies with citations, Footer includes Terms & Conditions, Privacy Policy, and Consumer Health Data Privacy Policy links, Established brand with years of operation in regulated telehealth space • Distrust Factors: No contact information on the page, No named medical professionals or credentials, Quiz disclaimer states responses won't be shared with medical providers, contradicting 'personalized' claims, Compounded drugs marketed without sufficient risk differentiation from FDA-approved options, This is a paid advertising landing page (/lp/ path), not an organic content page, No about page or company information accessible from this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Operates under telehealth regulations, requires licensed provider prescriptions'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page is a paid advertising landing page (/lp/ path with UTM parameters from Criteo native advertising), Very thin content relative to page complexity

Deception Analysis

Severity: minor • Deception Details: The page contains minor informational deception through incomplete disclosure: (1) The quiz is presented as a personalization tool but a disclaimer states responses won't be shared with medical providers; (2) Compounded drugs are marketed alongside FDA-approved generics without clearly communicating the meaningfully different risk profile; (3) The '3-in-1' combination is presented as a clear benefit without explaining the evidence base. These are misleading by omission rather than active deception.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in that it markets compounded drugs (not FDA-approved) alongside FDA-approved generics without clearly distinguishing the different risk and regulatory status of each. The 'personalized treatments' claim is undermined by the disclaimer that quiz responses won't be shared with providers. The '3-in-1 pill' is promoted without explaining the evidence base for combining two PDE5 inhibitors. These are not severe harms but represent incomplete disclosure for a YMYL health product.

Ads Analysis

Ad Placement: The page itself IS an advertisement (paid landing page from Criteo native advertising campaign, as evidenced by UTM parameters in the URL). There are no third-party display ads on the page. The entire page serves as a commercial conversion funnel. • User Experience Impact: The commercial nature of the page is clear and does not obstruct user experience. Users arriving via paid advertising understand they are on a commercial page. The conversion funnel is straightforward and not manipulative in design.

Recommendations

Critical Issues

• YMYL health content with insufficient E-E-A-T: no named medical professionals, no credentials, no substantive health information for prescription medication decisions

• Misleading personalization claim: page markets 'personalized treatments' but disclaimer states quiz responses won't be shared with medical providers

Improvements

• Add named, credentialed medical professionals (e.g., 'Reviewed by Dr. X, Board-Certified Urologist') to establish medical expertise

• Clearly differentiate FDA-approved medications from compounded drugs with explicit risk comparisons, not just a brief disclaimer

• Provide substantive information about the 3-in-1 combination rationale, including any clinical evidence specific to the combined formulation

• Add visible contact information (phone, email, or chat) for medical questions on the page

• Fix the contradiction between 'personalized treatments' marketing and the disclaimer that quiz responses won't be shared with providers

• Include side effects, contraindications, and drug interaction warnings to meet YMYL health content standards

• Add patient outcome data or verified reviews to support efficacy claims

Strengths

• Established, publicly traded company (Hims & Hers Health, NYSE: HIMS) with positive brand reputation

• Includes required FDA disclaimer about compounded drug products not being FDA-approved

• Requires valid prescription from licensed providers, maintaining medical oversight

• Clinical study citations provided for efficacy claims with specific study parameters

217 https://hims.com/lp/consult-start-sex-climax-control N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

218 https://hims.com/lp/consult-start-sex-rx-hair-health N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

219 https://hims.com/lp/consult-start-sex-rx-multivitamin 48

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

48 PQ Score	54 E-E-A-T Overall	45 Experience	55 Expertise
60 Authoritativeness	55 Trust	65 Content Effort	60 Originality
65 Skill	55 Accuracy	65 Reputation	

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page's commercial purpose — to convert paid social media traffic into consultations/purchases for the Sex Rx + Multivitamin product — is clearly met. It presents product information, a quiz funnel, FAQ, and CTAs. However, it does not fully meet the informational needs of users seeking trustworthy medical guidance on ED treatment. • Rating Justification: This is a commercial landing page for a YMYL health product (prescription ED medication combined with supplements). It is a well-produced page from a legitimate telehealth company with some transparency (FDA disclaimers, Rx requirement, licensed providers). However, it lacks author credentials, contact information, clinical evidence, and is primarily a conversion-focused advertising page rather than a genuinely helpful health resource. The compounded drug disclaimer is a significant quality concern. It does not meet the higher standards required for YMYL health content but is not deceptive or harmful enough to be rated Low or Lowest.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Hims is a recognized, publicly traded telehealth company with regulatory compliance infrastructure, Includes FDA disclaimer for compounded products, showing some transparency, Provides specific ingredient dosages and medical information in FAQ, Mentions licensed provider review process before prescribing, Structured data (Product schema) implemented correctly • Key Weaknesses: No named medical authors or credentials displayed on the page, No contact information or about page linked, This is a paid social advertising landing page, not an authoritative medical resource, The interactive quiz is explicitly disclaimed as 'not a medical assessment', Compounded drug products are not FDA-approved, which is a significant trust concern for a health product, No visible patient reviews or clinical evidence cited • Trust Evidence: The page includes important safety disclaimers about compounded drugs not being FDA-approved, requires Rx, and mentions licensed providers. Structured data (Product schema) is present. However, there is no contact info, no about page, no named authors, no visible customer reviews in the excerpt, and the page is explicitly a paid advertising landing page designed to convert users to purchase. • Expertise Evidence: The page references licensed providers, mentions FDA-approved medications (tadalafil, sildenafil), provides specific ingredient dosages (e.g., tadalafil 8.5mg, B1 1.7mg, zinc sulfate 30mg), and includes an FAQ with medically relevant information. However, no named medical authors or credentials are displayed. The compounded drug disclaimer ('not approved or evaluated for safety, effectiveness, or quality by the FDA') undermines claimed expertise. • Experience Evidence: The page is a landing page (LP) for a commercial telehealth product. There is no first-person patient experience, no testimonials visible in the excerpt, and no clinical case studies. The interactive quiz simulates a personalized experience but is explicitly disclaimed as 'not a medical assessment.' No real-world usage evidence is presented. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company with established brand recognition in men's health. The site references licensed providers and FDA-approved generics. However, this specific page is a paid social media landing page (URL contains utm_source=facebook), which reduces its authoritative standing compared to editorial or clinical content.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes and facilitates the purchase of prescription medications (tadalafil) and compounded drug products for erectile dysfunction. It involves medical treatment decisions, prescription drug acquisition, and health claims. This is unambiguously YMYL content under the health and safety category. • Potential Harm: Users could make health decisions based on this page's content, potentially obtaining prescription medications without adequate in-person medical evaluation. The compounded tadalafil product is not FDA-approved for safety or efficacy. Drug interactions (e.g., with nitrates) could cause serious harm. The quiz is explicitly not a medical assessment, yet it guides users toward specific treatments. • Standards Required: Highest E-E-A-T standards are required: named medical professionals, verifiable credentials, clinical evidence for claims, clear safety information, transparent pricing, and robust contact/support information. The page partially meets these standards but falls short in several key areas.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product description with specific ingredient dosages in FAQ, Transparent FDA disclaimer for compounded products, Helpful FAQ addressing common questions about multivitamins and the specific product, Clear process explanation (intake form → provider review → shipping), Product comparison section helps users understand their options • Weaknesses: No clinical evidence or studies cited to support efficacy claims, No side effects or contraindications prominently displayed for a prescription medication, The interactive quiz is explicitly not a medical assessment, undermining its apparent purpose, No pricing transparency on the landing page, Satisfying for commercial intent but not for users seeking genuine medical information about ED treatment, No named healthcare providers or medical advisors credited • Mc Description: The main content consists of: (1) a hero section promoting the Sex Rx + Multivitamin product, (2) an interactive quiz funnel to personalize treatment recommendations, (3) a product comparison carousel showing multiple Hims ED treatment options, (4) a benefits section, (5) a detailed FAQ with ingredient information, (6) a 'How it works' process section, and (7) app download promotion. The content is commercially focused and conversion-optimized.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant media coverage • Subject to FTC and FDA regulatory oversight • Has faced regulatory scrutiny regarding compounded drug marketing

Trust Analysis

Transparency: Partial transparency: the page includes important safety disclaimers about compounded drugs and Rx requirements, but lacks author credentials, contact information, clinical evidence citations, and pricing transparency. The paid advertising context is not disclosed to users. • Trust Factors: Hims is a publicly traded, regulated telehealth company, Includes FDA disclaimer for compounded products, Requires licensed provider review before prescribing, Structured data and professional technical implementation, References to FDA-approved generic medications (tadalafil, sildenafil), Mentions free discreet shipping and unlimited care team access • Distrust Factors: No contact information on the landing page, No named medical authors or advisors, No about page linked, This is a paid social advertising landing page (utm_source=facebook), not an organic health resource, The quiz is disclaimed as 'not a medical assessment' yet drives treatment recommendations, Compounded drug products are not FDA-approved for safety or efficacy, No visible pricing information, No customer reviews or testimonials in the page excerpt

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'medical_staff': 'Licensed providers mentioned but not named', 'regulatory_status': 'Subject to FDA and FTC oversight'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially misleading health claims • insufficient safety information for prescription medication
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page is a paid advertising landing page with UTM parameters from Facebook ads, which is a normal commercial practice and not spam

Deception Analysis

Severity: minor • Deception Details: The page contains minor informational deception: the interactive quiz appears to be a medical assessment tool but is explicitly disclaimed as 'not a medical assessment' in fine print. Health benefit claims for the multivitamin component are stated without supporting evidence. The compounded drug's non-FDA-approved status is disclosed but not prominently featured relative to the marketing claims. These are minor issues common in direct-response health marketing rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is mildly misleading in that it presents a quiz as a personalization tool while explicitly disclaiming it is 'not a medical assessment.' The compounded drug product (not FDA-approved) is marketed alongside FDA-approved generics without sufficient prominence given to the distinction. Health benefit claims for the multivitamin component lack cited evidence. However, the page does require an Rx and licensed provider review, which mitigates direct harm. The page is not overtly harmful but could lead users to underestimate the medical complexity of ED treatment.

Ads Analysis

Ad Placement: The page itself is an advertising landing page (paid social media ad destination). The 'Has Ads: True' flag likely refers to tracking pixels and marketing scripts (Google Tag Manager, Facebook pixel via fbclid parameter) rather than third-party display ads. The page content is the advertisement itself. • User Experience Impact: The page is designed as a conversion funnel, so all content serves a commercial purpose. This is appropriate for a landing page context. There are no apparent intrusive third-party ads obstructing the main content.

Recommendations

Critical Issues

• YMYL health content lacks named medical authors and clinical evidence citations, failing to meet highest E-E-A-T standards required for prescription medication marketing

• Compounded drug product (not FDA-approved for safety or efficacy) is marketed with insufficient prominence given to this distinction relative to FDA-approved alternatives

Improvements

• Add named, credentialed medical professionals (e.g., Chief Medical Officer, reviewing physicians) with verifiable credentials to establish expertise and authoritativeness

• Include prominent contact information (phone, email, or chat) on the landing page

• Add clinical evidence citations or links to studies supporting efficacy claims for tadalafil and the multivitamin ingredients

• Prominently display side effects, contraindications, and drug interactions for tadalafil, especially regarding nitrates

• Clearly differentiate FDA-approved products from compounded (non-FDA-approved) products with equal visual prominence

• Add transparent pricing information to reduce friction and improve trust

• Include verified patient reviews or testimonials with disclosure

• Add a link to the About page and full contact information in the footer

• Clarify the quiz's limitations more prominently (not just in fine print) to set appropriate user expectations

Strengths

• Hims is a legitimate, publicly traded telehealth company with regulatory compliance infrastructure

• FDA disclaimer for compounded products and Rx requirement demonstrate baseline transparency

• Detailed FAQ with specific ingredient dosages provides genuinely useful product information

• Professional production quality with structured data, responsive design, and clear user journey

• Licensed provider review process before prescribing adds a meaningful safety layer

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Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

38 PQ Score	46 E-E-A-T Overall	35 Experience	45 Expertise
55 Authoritativeness	50 Trust	45 Content Effort	50 Originality
55 Skill	55 Accuracy	62 Reputation	

Page Quality

PQ Rating	low_plus
PQ Score	38

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a paid social media advertising landing page designed to funnel users into a telehealth consultation for prescription ED medications combined with testosterone support supplements. It uses a quiz-style interaction to personalize the user journey toward a specific product recommendation. • Rating Justification: This is a paid advertising landing page for a YMYL health product (prescription medications for erectile dysfunction and testosterone support). While the page comes from a legitimate telehealth company and includes some regulatory disclaimers, it lacks the depth of medical information, named experts, clinical evidence, and transparency required for high-quality YMYL health content. The page is primarily a conversion funnel with minimal substantive health information, no author credentials, and no contact information. The FAQ section provides some basic information but is superficial for a medical product.

E-E-A-T

Overall	46
Experience	35
Expertise	45
Authoritativeness	55
Trust	50

E-E-A-T Analysis

Key Strengths: Hims is a recognized, publicly traded telehealth company with established reputation, Includes FDA disclaimer for compounded medications showing regulatory awareness, Mentions licensed provider review process before prescribing, References clinically established medications (Sildenafil, Tadalafil) • Key Weaknesses: No named medical professionals or credentials displayed, No author information on the page, No contact information visible, No clinical evidence, studies, or citations supporting product claims, Landing page format prioritizes conversion over information • Trust Evidence: The page includes important safety disclaimers about compounded drugs not being FDA-approved. It mentions Rx requirements and licensed provider review. However, there is no contact information, no author attribution, no about page link, and no visible privacy policy on the landing page itself (though footer links exist). • Expertise Evidence: The page mentions 'licensed providers' and references FDA-approved medications (Sildenafil, Tadalafil) with correct generic names. It includes a disclaimer about compounded drugs not being FDA-approved. However, no named medical professionals, credentials, or clinical references are provided. • Experience Evidence: No personal testimonials, patient stories, or first-hand experience accounts are present on this landing page. The page is purely promotional with no evidence of real user experiences shared. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition in men's health. The page references legitimate prescription medications and includes regulatory disclaimers. However, this specific landing page lacks citations, medical references, or authoritative sourcing.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes prescription medications (Tadalafil, Sildenafil) and compounded drug products for erectile dysfunction and testosterone support. It involves medical treatments that require prescriptions, have contraindications, and can cause adverse effects. The page encourages users to begin a medical consultation process for prescription drugs. • Potential Harm: Users could be misled about the safety and efficacy of compounded medications (which are explicitly not FDA-approved for safety/effectiveness). Users with contraindications (e.g., those taking nitrates) could be harmed if they self-select into treatment without adequate medical screening. The testosterone support claims could mislead users about the nature of the product. • Standards Required: Highest standards of medical accuracy, clear disclosure of risks and contraindications, named licensed medical professionals, evidence-based claims, transparent pricing, and clear information about the limitations of telehealth prescribing are required for this type of YMYL health content.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product description explaining what the 2-in-1 product contains, FAQ section addresses basic user questions, Includes important safety disclaimer about compounded medications, Clear process explanation for how the telehealth consultation works • Weaknesses: Extremely thin medical content for a prescription drug product page, No information about contraindications or who should not use the product, No clinical evidence or studies cited for any claims, No pricing information visible, No named medical professionals or credentials, The quiz responses are explicitly noted as 'not a medical assessment' undermining the personalization premise, Insufficient information for users to make an informed medical decision • Mc Description: The main content consists of an interactive quiz to personalize product recommendations, a product carousel showing various Hims sexual health products, a brief feature list for the Sex Rx + Testosterone Support product, a FAQ section with 5 basic questions, and a 3-step 'how it works' process explanation.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant market presence • Subject to FTC and FDA regulatory oversight • Has faced regulatory scrutiny regarding advertising claims in the past

Trust Analysis

Transparency: Partial transparency - the page includes important regulatory disclaimers about compounded medications and Rx requirements, but lacks transparency about pricing, specific provider credentials, and the limitations of the telehealth model for these specific conditions. • Trust Factors: Legitimate publicly traded company with regulatory accountability, Includes FDA disclaimer for compounded medications, Requires Rx and licensed provider review before dispensing, Footer includes Terms & Conditions, Privacy Policy, and Consumer Health Data Privacy Policy, References to legitimate FDA-approved medications (generic Viagra, generic Cialis) • Distrust Factors: No contact information on the landing page, No named medical professionals or credentials, No author attribution, Paid advertising landing page with primary conversion focus, Quiz explicitly noted as 'not a medical assessment' despite appearing to guide medical decisions, No pricing transparency, No visible customer reviews or independent verification

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Operates under state medical board regulations and FDA oversight'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims • incomplete_medical_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page is a paid advertising landing page (utm parameters indicate Facebook/Instagram paid social traffic), Minimal substantive content relative to promotional elements

Deception Analysis

Severity: minor • Deception Details: The page contains minor informational deception through omission - it presents a quiz as a personalization tool while disclaiming it is not a medical assessment, potentially creating a false sense of medical personalization. The testosterone support claims are presented alongside prescription medications in a way that may blur the distinction between evidence-based prescription treatments and supplement ingredients. However, the page does include required disclaimers and does not make overtly false claims.

Harm Analysis

Severity: low • Harm Details: The page is potentially misleading in that it presents a quiz as a personalization tool but explicitly disclaims it is 'not a medical assessment.' The testosterone support claims (zinc, L-arginine) are presented alongside prescription ED medications in a way that may overstate the medical benefits of the supplement components. The page does not disclose contraindications, drug interactions, or safety warnings for Tadalafil/Sildenafil beyond the compounded drug disclaimer. This could lead users to underestimate the medical seriousness of these medications.

Ads Analysis

Ad Placement: The page itself IS an advertisement (paid social landing page from Facebook/Instagram). The 'Has Ads: True' indicator likely refers to tracking pixels and advertising infrastructure rather than third-party display ads on the page. • User Experience Impact: The page is designed as a conversion funnel which is its primary purpose. The promotional nature is consistent with user expectations when clicking a paid social ad. No third-party ads appear to obstruct the main content.

Recommendations

Critical Issues

• YMYL health page with prescription medications lacks any named medical professional credentials or clinical evidence

• Quiz explicitly disclaimed as 'not a medical assessment' while appearing to guide users toward specific medical treatments - this creates a misleading user experience

• No contraindication or drug interaction information for prescription medications (Sildenafil/Tadalafil) that have serious interactions with nitrates and other medications

Improvements

• Add named, credentialed medical professionals with verifiable licenses to establish expertise

• Include clinical evidence and citations for all health claims, particularly regarding zinc and testosterone

• Add comprehensive contraindications and drug interaction warnings for Tadalafil/Sildenafil

• Provide transparent pricing information before users begin the consultation process

• Add visible contact information (phone, email, or chat) on the landing page

• Expand FAQ to address safety concerns, side effects, and who should not use these products

• Clarify the distinction between the FDA-approved prescription components and the non-FDA-evaluated supplement components

• Add patient reviews with verification methodology

Strengths

• Legitimate, publicly traded telehealth company with regulatory accountability

• Includes required FDA disclaimer for compounded medications

• Clear process explanation for how the telehealth consultation and prescription process works

• References to clinically established, FDA-approved medications with correct generic names

• Footer includes comprehensive legal and privacy documentation

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https://hims.com/lp/tt-start-testo-symp-calc

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Confidence: 0.85

Needs Work

Analysed: 18 Jun 2026 05:36

Scores at a Glance

25	PQ Score	40	E-E-A-T Overall	30	Experience	35	Expertise
55	Authoritativeness	45	Trust	20	Content Effort	30	Originality
35	Skill	40	Accuracy	55	Reputation		

Page Quality

PQ Rating	low
PQ Score	25

PQ Analysis

Meets Purpose: True • Purpose Description: The page's commercial purpose is to funnel paid ad traffic into a low testosterone symptom quiz that leads users toward Hims testosterone treatment services. It meets this narrow commercial purpose but does not meet the higher standards expected for health-related YMYL content. • Rating Justification: This is a paid advertising landing page with extremely thin content (140 words), no H1, no author information, no contact information, no structured data, and is explicitly marked noindex/nofollow. The main content is a symptom calculator/quiz tool that by its own disclaimer is not a medical assessment. While the Hims brand has some authority, this specific page provides minimal value and is designed primarily as a conversion funnel for paid traffic rather than to genuinely inform or help users. The YMYL nature of testosterone/health content requires higher standards that this page does not meet.

E-E-A-T

Overall	40
Experience	30
Expertise	35
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Hims is a known, publicly traded telehealth brand with LegitScript approval, Transparent disclaimer that the assessment is not a medical assessment, Privacy policy, terms and conditions, and telehealth consent links present in footer, Consumer Health Data Privacy Policy link present • Key Weaknesses: No author or medical expert identified on the page, No contact information on the page itself, Extremely thin content (140 words), Page is tagged noindex/nofollow - not intended for organic discovery, No credentials or expertise signals on the page, Tool explicitly not connected to medical providers • Trust Evidence: The page has noindex/nofollow robots meta tags, indicating it is not intended for organic search. It is a paid advertising landing page. No contact info, no author info, no about page info is present on the page itself. The disclaimer that responses won't be shared with a medical provider is a positive transparency signal but also limits the medical utility of the tool. • Expertise Evidence: No medical author, credentials, or expert attribution is present on this page. The disclaimer explicitly states 'The symptoms assessment is not a medical assessment, and your responses will not be shared with a medical provider,' which undermines medical expertise claims. Hims as a company employs medical professionals, but none are identified here. • Experience Evidence: No personal experience or patient testimonials are present on this specific landing page. The page is a symptom calculator/quiz tool with minimal content. No first-hand accounts of low testosterone are shared. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (Hims & Hers Health, Inc.) with some brand recognition in men's health. The site has LegitScript approval (visible in footer), which provides some pharmacy legitimacy. However, this specific landing page is a paid ad landing page (noindex, nofollow meta tags, Google Ads UTM parameters in URL).

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page deals with testosterone levels and related health symptoms (energy, sex drive, muscle mass, mood). Low testosterone is a medical condition that requires proper diagnosis and treatment. The page presents a symptom assessment tool related to a health condition, placing it squarely in the YMYL health category. • Potential Harm: Users may self-diagnose based on a non-medical symptom quiz and seek or avoid medical treatment based on results. The tool could lead users to purchase testosterone treatments without proper medical evaluation. The disclaimer mitigates but does not eliminate this risk. • Standards Required: High expertise, authoritativeness, and trustworthiness standards are required. Medical content should be authored or reviewed by qualified healthcare professionals, include clear disclaimers, and encourage professional medical consultation.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear purpose and call-to-action, Transparent disclaimer about non-medical nature of assessment, Clean, professional design • Weaknesses: Extremely thin textual content (140 words), No H1 heading, No educational content about low testosterone, No medical expert attribution, No information about what happens after completing the quiz, No evidence-based information supporting the symptom list, Purely commercial with no informational value beyond the quiz tool • Mc Description: The main content consists of a brief headline ('Could it be low T?'), a short paragraph about symptoms, a call-to-action to 'Check your symptoms,' and a disclaimer that the assessment is not medical. The actual quiz/calculator tool is the primary content but its substance cannot be fully evaluated from the page source. The footer contains app download CTAs.

Trust & Reputation

Trust Level	medium
Reputation Score	55
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • LegitScript approved pharmacy badge in footer • Established telehealth brand with significant market presence

Trust Analysis

Transparency: Moderate transparency - the page clearly discloses that the assessment is not medical and responses won't be shared with providers. However, the commercial intent (driving users to purchase testosterone services) is not explicitly stated. The noindex/nofollow tags suggest this is a paid ad landing page not intended for organic search. • Trust Factors: Hims is a publicly traded, regulated telehealth company, LegitScript pharmacy approval badge present, Privacy policy, terms and conditions, telehealth consent links present, Consumer Health Data Privacy Policy present, Clear disclaimer about non-medical nature of assessment, Google Tag Manager and consent management (Transcend) implemented • Distrust Factors: No contact information on the page, No author or medical expert identified, Page is a paid advertising landing page (noindex/nofollow), Extremely thin content for a health-related topic, No about page information on this specific page, Tool explicitly disconnected from medical providers

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'legitscript': 'LegitScript Approved', 'stock_ticker': 'NYSE: HIMS'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False

Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page is a paid advertising landing page with UTM parameters from Google Ads, Very thin content (140 words) for a health topic, Noindex/nofollow meta tags indicate intentional exclusion from search

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its commercial purpose. The disclaimer clearly states the assessment is not medical. The page does not make false claims about the quiz's medical validity. The commercial intent (leading to Hims testosterone services) is implicit but not hidden through deceptive design.

Harm Analysis

Severity: low • Harm Details: The page includes a clear disclaimer that the symptom assessment is not a medical assessment and responses won't be shared with a medical provider. This transparency reduces potential harm. However, there is a minor concern that users may over-rely on a non-validated symptom quiz for health decisions. The page does not make false medical claims.

Ads Analysis

Ad Placement: The page itself is a paid advertising landing page (arrived via Google Ads based on UTM parameters and gclid). There are no third-party display ads on the page. The page is the destination of an ad, not a page containing ads. • User Experience Impact: The page is clean and focused on the quiz tool. No intrusive ads obstruct the main content. The commercial nature of the page (as an ad landing page) is the primary concern rather than ad placement within the page.

Recommendations

Critical Issues

• Extremely thin content (140 words) for a YMYL health topic - insufficient to demonstrate expertise or provide genuine value

• No medical expert or author identified on a health-related assessment tool

• The symptom quiz is explicitly disconnected from medical providers, limiting its clinical utility while still touching on health decisions

Improvements

• Add medical expert attribution and credentials to establish expertise for this YMYL health topic

• Expand content to include educational information about low testosterone, its causes, symptoms, and when to see a doctor

• Add an H1 heading for proper page structure

- Include contact information or clear pathways to speak with a medical professional
- Add structured data markup (MedicalCondition, FAQPage) to improve semantic clarity
- Provide information about what happens after completing the quiz and how results connect to medical consultation
- Add clinical validation information or references for the symptom assessment methodology
- Include information about the medical professionals who developed or reviewed the quiz

Strengths

- Hims is a legitimate, publicly traded telehealth company with LegitScript pharmacy approval
- Clear and transparent disclaimer that the assessment is not a medical assessment
- Technically well-built page with proper responsive design and performance optimization
- Privacy policy, terms, and consumer health data privacy policy are accessible
- Clean user experience without intrusive advertising

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Confidence: 0.82 **Should Rank** Analysed: 18 Jun 2026 05:40

Scores at a Glance

78	PQ Score	82	E-E-A-T Overall	75	Experience	90	Expertise
85	Authoritativeness	78	Trust	80	Content Effort	75	Originality
82	Skill	88	Accuracy	80	Reputation		

Page Quality

PQ Rating	high
PQ Score	78

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to establish the credentials, background, and expertise of Dr. Craig Primack as a medical expert and reviewer for Hims, providing transparency about who reviews medical content on the platform. • Rating Justification: This is a medical expert profile page for a highly credentialed physician on a legitimate telehealth platform. The content is accurate, well-sourced with peer-reviewed publications, and demonstrates clear expertise. The page fulfills its purpose of establishing the credentials of a medical reviewer. Minor technical issues (missing H1, no images rendered, no direct contact info) and the inherent commercial context of the hosting site prevent a highest rating.

E-E-A-T

Overall	82
Experience	75
Expertise	90
Authoritativeness	85
Trust	78

E-E-A-T Analysis

Key Strengths: Highly credentialed physician with board certification in obesity medicine, Extensive peer-reviewed publication record with verifiable citations, Leadership roles in professional medical associations, Structured data markup enhancing machine-readable credibility, Links to verifiable external institutions and publications • Key Weaknesses: No direct contact information on the page, No author photo displayed (0 images reported, though structured data references a Cloudinary image URL), Missing H1 heading which weakens page structure, Page serves a commercial telehealth platform, creating potential conflict of interest, Author info flag is False in metadata despite substantial bio content being present • Trust Evidence: The page includes a published date (September 15, 2023), editorial standards disclosure, structured data markup, links to verifiable external institutions (University of Illinois, Loyola University, Banner University, American Board of Obesity Medicine, OMA), and peer-reviewed publication citations with DOI links. No contact info is present on this specific page, but the site has an About page. • Expertise Evidence: Dr. Primack holds MD credentials with dual residency in Internal Medicine and Pediatrics, is certified by the American Board of Obesity Medicine (one of ~7,000 in the US), holds multiple fellowships (FACP, FAAP, MFOMA), and has published peer-reviewed research in journals including Nursing Clinics of North America, Postgraduate Medicine, and Advances in Therapy. He is co-author of the book 'Chasing Diets'. • Experience Evidence: Dr. Primack co-founded Scottsdale Weight Loss Center in 2006 and has been practicing full-time obesity medicine since then, growing the practice to six clinicians in four locations. He served as president of the Obesity Medicine Association (2019-2021) and on the OMA board from 2010-2024, demonstrating extensive real-world clinical experience. • Authoritativeness Evidence: Served as president of the Obesity Medicine Association, a society of 5,400+ clinicians. Published in peer-reviewed medical journals. Regularly speaks nationally to educate medical professionals. Structured data (Schema.org Person markup) confirms his role as Medical Reviewer at Hims. The page is hosted on hims.com, a recognized telehealth platform.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page profiles a physician who serves as a medical reviewer for a telehealth platform offering prescription medications for weight loss, sexual health, mental health, and other conditions. The credibility of medical reviewers directly impacts the trustworthiness of health information and treatment recommendations that users rely on for medical decisions. • Potential Harm: If the medical reviewer's credentials were misrepresented or fabricated, users could be misled into trusting health content reviewed by unqualified individuals, potentially leading to harmful medical decisions. The platform sells prescription medications, making reviewer credibility critical. • Standards Required: Highest standards of accuracy and transparency regarding medical credentials, board certifications, and professional affiliations. All claims about qualifications must be verifiable and accurate.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	excellent
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive professional biography with specific institutional affiliations, Five peer-reviewed publications with proper academic citations and direct links to source journals, Clear professional title and role at Hims (Senior Vice President, Weight Management), Editorial standards disclosure at the bottom of the page, Structured data markup for machine-readable credibility signals • Weaknesses: Missing H1 heading is a significant structural omission for a YMYL page, No profile photo rendered despite structured data referencing an image URL, No contact information for the physician or the platform, Word count of 713 is relatively modest for a medical expert profile, Canonical override to forhers.com may create confusion about primary domain • Mc Description: The main content consists of a professional biography of Dr. Craig Primack, MD, detailing his educational background (University of Illinois, Loyola University Stritch School of Medicine), residency training (Banner University Phoenix, Phoenix Children's Hospital), board certification in obesity medicine, founding of Scottsdale Weight Loss Center, leadership in the Obesity Medicine Association, media activities, and a list of five peer-reviewed publications with proper citations and links.

Trust & Reputation

Trust Level	high
Reputation Score	80
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	American Board of Obesity Medicine certification • Obesity Medicine Association (president 2019-2021, board member 2010-2024) • Peer-reviewed publications in ScienceDirect, PubMed, Tandfonline • Scottsdale Weight Loss Center (co-founder) • Hims & Hers Health, Inc. (publicly traded telehealth company)

Trust Analysis

Transparency: The page is transparent about Dr. Primack's role (Senior Vice President, Weight Management at Hims), his credentials, and his publications. The commercial relationship between the physician and the platform is implicit but not explicitly disclosed. Editorial standards are referenced. • Trust Factors: Verifiable board certification from American Board of Obesity Medicine, Leadership in recognized professional medical association (OMA), Multiple peer-reviewed publications in indexed medical journals, Structured data markup with Schema.org Person type, Editorial standards disclosure on the page, Published date transparency, Links to verifiable external institutions, Hosted on hims.com, a publicly traded telehealth company (NYSE: HIMS) • Distrust Factors: No direct contact information on the page, Commercial context: page exists to support a for-profit telehealth platform selling prescription medications, Canonical URL points to forhers.com, suggesting content may be duplicated across domains, No independent third-party verification of credentials displayed on page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'subject': 'Dr. Craig Primack, MD, FACP, FAAP, MFOMA', 'platform': 'Hims & Hers Health, Inc.', 'education': 'Loyola University - Stritch School of Medicine', 'residency': "Combined Internal Medicine and Pediatrics, Banner University Phoenix / Phoenix Children's Hospital", 'fellowships': ['FACP', 'FAAP', 'MFOMA'], 'subject_role': 'Senior Vice President, Weight Management', 'subject_specialty': 'Obesity Medicine', 'board_certifications': ['American Board of Obesity Medicine'], 'professional_leadership': 'President, Obesity Medicine Association (2019-2021); Board Member (2010-2024)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements identified. The page clearly presents itself as a medical expert profile for a physician affiliated with Hims. Credentials are specific and verifiable. The commercial context of the hosting platform is apparent from the navigation and footer.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page accurately presents verifiable credentials of a licensed physician. All institutional affiliations and publications can be independently verified. The commercial context (telehealth platform) is transparent.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but based on the content structure, these appear to be site navigation elements promoting Hims products (weight loss treatments, ED medications, etc.) rather than third-party display advertising. The navigation and footer contain promotional links to platform products. • User Experience Impact: The promotional navigation elements are standard for a commercial telehealth platform and do not appear to obstruct the main content of the medical expert profile. The main content area is clearly delineated from navigation.

Recommendations

Critical Issues

• Missing H1 heading on a YMYL medical expert page is a significant structural issue

• Canonical URL override to forhers.com may cause indexing and authority issues for the hims.com version of this page

Improvements

• Add an H1 heading to the page for proper semantic structure and SEO

• Ensure the profile photo renders correctly (structured data references a Cloudinary image but 0 images are detected)

• Resolve the canonical URL discrepancy - the canonical override points to forhers.com which may dilute authority on hims.com

• Add a last-updated date alongside the published date to signal content currency

• Consider adding a brief disclosure about Dr. Primack's employment relationship with Hims to enhance transparency

• Add contact information or a clear pathway for users to reach the medical team

Strengths

• Highly credentialed physician with verifiable board certification in obesity medicine and multiple fellowships

• Five peer-reviewed publications with proper academic citations and direct links to indexed journals

• Leadership in the Obesity Medicine Association (president and long-term board member) establishes strong authoritativeness

• Structured data (Schema.org Person) correctly implemented for machine-readable credibility

• Editorial standards disclosure and published date provide transparency signals

• All institutional affiliations link to verifiable external sources

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https://hims.com/medical-experts/felix-gussone

74

Confidence: 0.82

Should Rank

Analysed: 18 Jun 2026 05:57

Scores at a Glance

74 PQ Score	75 E-E-A-T Overall	72 Experience	78 Expertise
75 Authoritativeness	74 Trust	72 Content Effort	68 Originality
75 Skill	80 Accuracy	76 Reputation	

Page Quality

PQ Rating	high
PQ Score	74

PQ Analysis

Meets Purpose: True • Purpose Description: To establish the credentials, experience, and background of Dr. Felix Gussone as a Medical Advisor and content reviewer at Hims & Hers, building trust in the medical content he reviews. • Rating Justification: This is a medical expert/author bio page for a legitimate telehealth company. It fulfills its purpose of establishing the credentials and background of a medical reviewer. The content is factual, well-organized with clear sections (Education, Certifications, Work Experience, Media Mentions), and includes verifiable external links. The page meets the needs of users wanting to understand who is reviewing medical content. Minor weaknesses include missing H1, no rendered photo, and the dual-domain canonical situation.

E-E-A-T

Overall	75
Experience	72
Expertise	78
Authoritativeness	75
Trust	74

E-E-A-T Analysis

Key Strengths: Verified MD credentials from a recognized institution, Extensive media career with named, linkable articles at major outlets, Board certification in Medical Affairs adds credibility, Structured data (schema.org Person) implemented correctly, LinkedIn profile provided for independent verification, Personal health story adds authentic experience dimension • Key Weaknesses: No H1 heading on the page, which is a structural issue, No author photo rendered (0 images detected despite image URL in schema), Role is Medical Advisor/content specialist, not a practicing clinician, Specialty listed as 'General Practice' but career is primarily media/content, No contact information on the page, Canonical override to forhers.com may cause confusion about primary domain • Trust Evidence: Page is on hims.com, a legitimate publicly traded telehealth company (NYSE: HIMS). Structured data (Person schema) is present. Editorial standards page referenced. Published date noted (December 2023). No contact info on this specific page but the organization has a help center. The canonical override points to forhers.com which is the sister site. • Expertise Evidence: Holds an MD from Ludwig-Maximilians-University (2014), a well-regarded German medical school. Board Certified Medical Affairs Specialist (ACMA, 2024). Specialty listed as General Practice. His career trajectory shows deep expertise in medical content and health communication rather than clinical practice. • Experience Evidence: Dr. Gussone has direct first-hand experience in medical content creation, having worked as Associate Medical Producer at NBC News (2015-2019), Senior Health Editor at Medium (2019-2021), and Manager of Medical Content & Education at Ro (2021-2024). He also wrote personally about his own 99-pound weight loss transformation for CNN, demonstrating lived experience. His work with CNN's Dr. Sanjay Gupta is cited as formative. • Authoritativeness Evidence: Contributions to major media outlets (NBC News TODAY, NBC Nightly News, CNN) lend authoritativeness. Multiple named articles linked. Currently serves as Medical Advisor at Hims & Hers, a publicly traded telehealth company. LinkedIn profile provided for verification.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: This page is a medical professional biography page for a telehealth company. While it does not directly provide medical advice, it establishes the credentials of someone who reviews health content. Users may rely on this page to assess the trustworthiness of medical information on hims.com. The broader site context (prescriptions, telehealth services) is clearly YMYL. • Potential Harm: If credentials were falsified or misleading, users might trust medical content reviewed by an unqualified person, potentially leading to health decisions based on unreliable information. However, the page itself does not dispense medical advice. • Standards Required: High standards for accuracy of credentials, transparency about the reviewer's role and limitations, and clear disclosure of the commercial relationship between the reviewer and the platform.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of professional background, Specific, verifiable media mentions with working links, Personal narrative adds authenticity, Clear chronological work history, Multiple sections make content easy to scan, Schema.org Person markup correctly implemented • Weaknesses: Missing H1 heading is a notable structural gap, No rendered profile photo despite image URL existing in schema, 610 words is adequate but could be more comprehensive for a YMYL context, No information about current medical licensure or state of practice, Hobbies section (scuba diving, perfume making) adds personality but limited professional value • Mc Description: A structured medical professional biography covering education (MD from Ludwig-Maximilians-University, 2014), certifications (Board Certified Medical Affairs Specialist, 2024), specialty (General Practice), work history (NBC News, Medium, Ro, Hims & Hers), media contributions with linked articles, personal motivation for practicing medicine, hobbies, and LinkedIn profile.

Trust & Reputation

Trust Level	high
Reputation Score	76
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company on NYSE (HIMS), providing strong organizational accountability'} • {'source': "Dr. Gussone's work is linked to published articles on NBC News and CNN, independently verifiable major news outlets"} • {'source': 'Ludwig-Maximilians-University Munich is a well-known, accredited German medical school'} • {'source': 'Accreditation Council for Medical Affairs (ACMA) is a recognized professional certification body'} • {'source': 'Previous employer Ro is a well-known telehealth company, adding professional credibility'}

Trust Analysis

Transparency: The page is transparent about Dr. Gussone's role as Medical Advisor (not a practicing clinician), his educational background, and his career history. The commercial relationship with Hims & Hers is clear. The editorial standards link provides additional transparency about content review processes. • Trust Factors: Hims & Hers is a publicly traded, regulated telehealth company with accountability, Credentials are specific and verifiable (institution names, years, certification body), Multiple linked articles at major media outlets provide independent verification, LinkedIn profile provided for additional verification, Editorial standards page referenced on the site, Schema.org structured data correctly identifies the person and their role, Published date provided for transparency • Distrust Factors: No contact information on the page, Canonical URL points to forhers.com rather than hims.com, creating minor domain confusion, No information about current medical licensure status, Commercial relationship between reviewer and platform creates potential conflict of interest (though this is disclosed by context)

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'subject': 'Felix Gussone, MD', 'organization': 'Hims & Hers Health, Inc.', 'subject_role': 'Medical Advisor, Medical Content Specialist', 'subject_credentials': 'MD (Ludwig-Maximilians-University, 2014), Board Certified Medical Affairs Specialist (ACMA, 2024)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly identifies itself as a medical expert biography. The role of Medical Advisor is accurately described. The commercial context is transparent. No misleading claims about clinical practice are made.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. The page is a straightforward professional biography. The credentials presented appear legitimate and verifiable. The commercial context (Hims & Hers telehealth) is transparent.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, likely referring to the site's own product promotions in the navigation and footer (telehealth products, medications). These are standard e-commerce navigation elements for the Hims platform rather than third-party display advertising. • User Experience Impact: The navigation and footer product promotions are standard for a telehealth e-commerce site and do not obstruct the main content of the biography page. The main content area appears clean and focused on the professional biography.

Recommendations

Critical Issues

• Missing H1 heading is a structural SEO and accessibility issue that should be addressed immediately

• Canonical URL pointing to forhers.com from hims.com page may cause duplicate content issues and indexing problems

Improvements

• Add an H1 heading (e.g., 'Felix Gussone, MD - Medical Advisor') to fix the missing heading structure

• Ensure the profile photo renders correctly on the page, as the image URL exists in schema but 0 images are detected

• Resolve the canonical URL discrepancy - the page is on hims.com but canonical points to forhers.com, which may cause indexing confusion

• Add information about current medical licensure status and states where licensed to strengthen YMYL credibility

• Include a contact method or link to the editorial team for users who want to raise concerns

• Consider adding a brief statement clarifying Dr. Gussone's role as a content reviewer vs. practicing clinician to set appropriate expectations

• Add a 'last reviewed/updated' date that is more prominent and current

Strengths

• Comprehensive, verifiable credentials with specific institution names, years, and certification bodies

• Multiple linked media mentions at major outlets (NBC News, CNN) provide strong independent verification of expertise

• Correctly implemented Schema.org Person structured data enhances search engine understanding

• Transparent disclosure of commercial relationship and role as Medical Advisor

• Personal narrative (weight loss journey, motivation for medical communication) adds authentic experience dimension

• LinkedIn profile link enables independent verification of professional history

• Hosted on a publicly traded, regulated telehealth company's website providing organizational accountability

224 https://hims.com/medical-experts/lynn-marie-morski-md 74

Confidence: 0.82 **Should Rank** Analysed: 18 Jun 2026 05:58

Scores at a Glance

74 PQ Score	78 E-E-A-T Overall	72 Experience	88 Expertise
75 Authoritativeness	78 Trust	72 Content Effort	68 Originality
75 Skill	80 Accuracy	76 Reputation	

Page Quality

PQ Rating	high
PQ Score	74

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a medical expert biography/credentials page, establishing the qualifications and background of Lynn Marie Morski, MD, JD, who serves as a Medical Advisor for Hims & Hers. It helps users understand who is reviewing medical content on the platform, supporting E-E-A-T for the broader site. • Rating Justification: This is a medical expert profile page on a legitimate telehealth platform. The content is substantive, includes verifiable credentials, peer-reviewed publications, and external links. The page serves a clear purpose of establishing the credentials and background of a medical reviewer. However, the placeholder text in the 'Medical Content Reviewed & Approved' section, absence of a rendered profile image, missing H1, and the commercial context of a telehealth company promoting its own medical advisors slightly reduce the rating from High+ to High.

E-E-A-T

Overall	78
Experience	72
Expertise	88
Authoritativeness	75
Trust	78

E-E-A-T Analysis

Key Strengths: Verifiable dual professional credentials (MD + JD) from named accredited institutions, Mayo Clinic residency training adds significant authority, Peer-reviewed publications with direct links to journals, Media mention in Oprah Daily provides third-party validation, Schema.org structured data implemented correctly, External profile links (LinkedIn, consulting website) allow independent verification, Clear publication date and editorial standards reference • Key Weaknesses: Placeholder text in 'Medical Content Reviewed & Approved' section is unprofessional and incomplete, No H1 heading on the page, No profile photo rendered (images count: 0 per metadata, though Cloudinary URL exists in structured data), NBPAS is a less rigorous board certification alternative compared to ABMS boards, Contact information for the expert not provided, Years of experience listed as 11 which may be calculated from 2014 JD rather than 2005 MD • Trust Evidence: Page hosted on hims.com, a legitimate publicly traded telehealth company. Structured data with verifiable credentials. Links to external institutions (Mayo Clinic, Saint Louis University, NBPAS, peer-reviewed journals). Editorial standards page referenced. Published date listed (August 1, 2025). One notable concern: 'Medical Content Reviewed & Approved' section contains placeholder text ('List pages or topics the expert has reviewed for accuracy') indicating incomplete content. • Expertise Evidence: Dual credentials as MD (Saint Louis University) and JD (Thomas Jefferson School of Law). Mayo Clinic Family Medicine Residency (2008), Primary Care Sports Medicine Fellowship at University of Arizona (2009). Board-certified via NBPAS (2018). California medical license since 2010. Published peer-reviewed research in American Journal of Therapeutics and Journal of the American Board of Family Medicine. Specialties in Mental Health, Primary Care, and Psychedelic Medicine. • Experience Evidence: Dr. Morski has 11 years of clinical experience, including work as a VA physician (2010-2019), current roles at Kadima Neuropsychiatry Institute and Elite Clinical Network. Personal hobbies and motivational statement add humanizing authenticity. Direct quote about mental health care accessibility reflects lived professional perspective. • Authoritativeness Evidence: Published in peer-reviewed journals. Featured in Oprah Daily (May 2024) for expertise on therapeutic psychedelics. Affiliated with Psychedelic Medicine Association. Works for Hims & Hers, a publicly traded telehealth company. External professional profiles (LinkedIn, personal consulting website) corroborate identity. Structured data (Schema.org Person markup) present.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is part of a telehealth platform (Hims & Hers) that provides medical consultations, prescriptions, and health information. The medical expert profile directly supports YMYL health content by establishing the credentials of those reviewing medical information. The platform deals with prescription medications, mental health treatment, and other health conditions. • Potential Harm: If credentials were falsified or misrepresented, users could place unwarranted trust in medical content reviewed by unqualified individuals, potentially leading to harmful health decisions. The psychedelic medicine specialty area is particularly sensitive given evolving legal and medical status. • Standards Required: Highest E-E-A-T standards apply. Credentials must be verifiable, the expert must be genuinely qualified, and the platform must maintain rigorous editorial standards for health content.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive credential disclosure with verifiable external links, Peer-reviewed publication citations with direct journal links, Clear work history timeline with specific dates and institutions, Personal quote and humanizing details increase authenticity, Schema.org structured data enhances machine-readability, Editorial standards reference and published date increase transparency, External profile links (LinkedIn, consulting website) allow independent verification • Weaknesses: Placeholder text in Medical Content Reviewed section is a significant quality gap, No H1 heading present on the page, No rendered profile photograph despite Cloudinary URL in structured data, 742 word count is adequate but could be more comprehensive for a YMYL medical expert page, The 'Contributions to Hims & Hers' section is notably thin with placeholder content • Mc Description: The main content is a comprehensive medical expert biography page covering: basic identification information, educational credentials with linked institutions, training history (Mayo Clinic residency, University of Arizona fellowship), medical licenses, board certifications, professional affiliations, work experience timeline, peer-reviewed publications with full citations and links, contributions to Hims & Hers content, media mentions, personal motivations, hobbies, and external professional profiles.

Trust & Reputation

Trust Level	high
Reputation Score	76
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) subject to SEC oversight and public financial disclosure'} • {'source': "Oprah Daily media feature (May 2024) provides independent third-party validation of Dr. Morski's expertise"} • {'source': 'Peer-reviewed publications in American Journal of Therapeutics and Journal of the American Board of Family Medicine'} • {'source': 'Mayo Clinic residency training - Mayo Clinic is a globally recognized medical institution'} • {'source': 'California Medical Board license verification (2010) - publicly verifiable state credential'} • {'source': 'LinkedIn profile link allows independent professional verification'} • {'source': 'Personal consulting website (morskiconsulting.com) provides additional identity verification'}

Trust Analysis

Transparency: Moderate-to-high transparency. The page clearly identifies the expert, their role (Medical Advisor), credentials, and affiliations. The commercial relationship with Hims & Hers is implicit but not hidden. The editorial standards page is referenced. The main transparency gap is the incomplete 'Medical Content Reviewed' section which leaves unclear what specific content this expert has actually reviewed. • Trust Factors: Hims & Hers is a publicly traded telehealth company with regulatory oversight, Credentials are specific, named, and verifiable through external institutions, Peer-reviewed publications with direct links to journals, Third-party media mention in Oprah Daily, Schema.org structured data with Person markup, Editorial standards page exists on the site, External professional profiles allow independent verification, Published date and update date provided • Distrust Factors: No direct contact information for the expert, Placeholder text in Medical Content Reviewed section suggests incomplete editorial process, Commercial context: Hims & Hers has financial incentive to present advisors favorably, NBPAS certification is less rigorous than traditional ABMS board certification, No profile image rendered despite being referenced in structured data

Creator

Creator Identified	Yes
Creator Type	business

Credentials	{'type': 'Publicly traded telehealth company', 'subject': 'Lynn Marie Morski, MD, JD - Medical Advisor with dual MD/JD credentials, Mayo Clinic training, California medical license', 'organization': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'editorial_standards': 'Referenced on site at /editorial-standards'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Placeholder text ('List pages or topics the expert has reviewed for accuracy') suggests template-based content generation that was not fully completed

Deception Analysis

Severity: none • Deception Details: No intentional deception detected. The page presents credentials accurately with verifiable external links. The placeholder text is an editorial oversight rather than deceptive practice. The commercial context of a telehealth company profiling its medical advisors is standard industry practice and not inherently deceptive.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page presents verifiable professional credentials and does not make unsupported medical claims. The psychedelic medicine specialty is presented factually with peer-reviewed publication support. The placeholder text is an editorial oversight rather than intentional deception.

Ads Analysis

Ad Placement: The page has ads flagged in metadata, but given this is a medical expert profile page on a telehealth platform, the 'ads' likely refer to the site's own product promotions (navigation items for Wegovy, Sildenafil, etc.) rather than third-party display advertising. These are integrated into the site navigation and footer rather than interrupting the main content. • User Experience Impact: Minimal negative impact. The main content area appears clean based on the content structure. Navigation and footer commercial elements are standard for a telehealth e-commerce platform and do not appear to obstruct the expert biography content.

Recommendations

Critical Issues

• Placeholder text in 'Medical Content Reviewed & Approved' section ('List pages or topics the expert has reviewed for accuracy') is unpublished template content that should be completed or removed before the page goes live - this undermines credibility

• Missing H1 heading is a technical SEO and accessibility issue that should be corrected

Improvements

• Replace the placeholder text 'List pages or topics the expert has reviewed for accuracy' with actual content listing specific articles or topics Dr. Morski has reviewed

• Add an H1 heading to the page (currently missing) - the expert's name should serve as the H1

• Ensure the profile photograph renders correctly - the Cloudinary URL exists in structured data but no image appears to be loading

• Clarify the 'Years of Experience: 11' figure with a reference year to avoid ambiguity (e.g., '11 years since California licensure in 2010' or similar)

• Add a brief explanation of NBPAS certification for users unfamiliar with this alternative board certification pathway

• Consider adding a disclosure about the commercial relationship between Dr. Morski and Hims & Hers to enhance transparency

• Add contact information or a clear pathway for users to reach the expert or the editorial team

Strengths

• Comprehensive, verifiable credentials with direct links to named institutions (Mayo Clinic, Saint Louis University, University of Arizona)

• Three peer-reviewed publication citations with direct links to journals, providing strong expertise signals

• Third-party media validation via Oprah Daily feature article

• Schema.org Person structured data correctly implemented with key credential information

• External profile links (LinkedIn, personal consulting website) enable independent identity verification

• Dual MD/JD credentials are distinctive and well-documented

• Personal motivations and hobbies section adds authenticity and humanizes the expert profile

225 https://hims.com/medical-experts/mike-bohl 84

Confidence: 0.87 **Should Rank** Analysed: 18 Jun 2026 05:56

Scores at a Glance

84	PQ Score	88	E-E-A-T Overall	82	Experience	95	Expertise
88	Authoritativeness	85	Trust	88	Content Effort	80	Originality
90	Skill	87	Accuracy	85	Reputation		

Page Quality

PQ Rating	high_plus
PQ Score	84

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a professional biography and credential disclosure for Dr. Mike Bohl, a licensed physician and medical content leader at Hims & Hers. It allows users and search engines to verify the qualifications of someone who reviews and creates health content on the platform, which is critical for YMYL trust. • Rating Justification: This is a medical expert biography page for a licensed physician with exceptional, verifiable credentials. The content is comprehensive, well-organized, and serves a clear informational purpose. It meets the needs of users seeking to verify the qualifications of a medical reviewer/content authority at a telehealth platform. The page demonstrates strong E-E-A-T signals. Minor issues (missing H1, image rendering failure, metadata inconsistency) prevent a 'Highest' rating but the overall quality is clearly High to High+.

E-E-A-T

Overall	88
Experience	82
Expertise	95
Authoritativeness	88
Trust	85

E-E-A-T Analysis

Key Strengths: Extraordinary breadth of verifiable credentials across medicine, public health, journalism, business, and regulatory affairs, Peer-reviewed publications with direct links to indexed journals, Transparent disclosure of medical license, certifications with issuing bodies, and employment history, Structured data (Person schema) correctly implemented, Published and updated dates clearly shown, Affiliated with a publicly traded, regulated telehealth company • Key Weaknesses: No H1 heading on the page, which is a structural gap, No profile photo rendered (0 images detected), reducing personal credibility signals, Contact information not directly available on this page, Meta description references 'Senior Director of Medical Content & Authority' while page content says 'Head of Fitness & Nutrition' — minor inconsistency suggesting stale metadata, No independent third-party reviews or citations of Dr. Bohl's work beyond self-reported media mentions • Trust Evidence: Page is hosted on hims.com, a legitimate publicly traded telehealth company. Structured data (Person schema) is implemented. Medical license information (New York, 2019) is disclosed. Editorial standards page is referenced. Published and updated dates are provided (October 2023, May 2025). Publications include verifiable DOI/URL links to indexed journals. No suspicious patterns detected. • Expertise Evidence: Exceptional formal credentials: MD from Brown University's Warren Alpert Medical School, MPH from Columbia Mailman School of Public Health, MBA from Cornell Johnson, MS in Healthcare Leadership from Weill Cornell, ALM in Journalism from Harvard Extension. Eight professional certifications including Medical Writer Certified (AMWA), Editor in the Life Sciences (BELS), Board Certified Medical Affairs Specialist, and Regulatory Affairs Certification. Five peer-reviewed publications in indexed journals (Clinical Biomechanics, Journal of Pediatric Orthopaedics, Bone & Joint Research, Acta Biomaterialia, Telemedicine Journal and E-Health). • Experience Evidence: Dr. Bohl has direct clinical experience through his NYU internship, research affiliations at University Hospitals of Cleveland, and hands-on work as a medical producer at The Dr. Oz Show. His 'Why I Practice Medicine' section describes a personal journey motivating his career in medical content. Multiple certifications (personal trainer, nutrition coach, obesity medicine) reflect ongoing practical engagement. • Authoritativeness Evidence: Published in peer-reviewed journals; served as Medical Expert Board Member at Eat This, Not That!; Director-level roles at Ro and Beren Therapeutics; contributor to Emmy Award-winning Dr. Oz Show segments; licensed physician in New York; member of Obesity Medicine Association. Works for a publicly traded telehealth company (Hims & Hers Health, Inc.).

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is the author/reviewer biography for a medical professional at a telehealth company. Users visiting this page are likely evaluating the trustworthiness of health content reviewed or authored by Dr. Bohl. The page itself does not dispense medical advice, but it directly supports YMYL health content across the Hims platform by establishing the credentials of a medical reviewer. The telehealth context (prescriptions, medical consultations) makes this clearly YMYL-adjacent. • Potential Harm: If credentials were falsified or misrepresented, users could place unwarranted trust in health content reviewed by this individual, potentially leading to harmful health decisions. The minor metadata inconsistency (title discrepancy) is a low-level concern. • Standards Required: High E-E-A-T standards are required. Medical credentials must be verifiable, license information must be accurate, and the page must be transparent about the individual's role and qualifications. This page largely meets these standards.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	excellent
Length Adequate	Yes

MC Analysis

Strengths: Exceptionally comprehensive credential disclosure with verifiable links to institutions and publications, Clear hierarchical organization using H2 headings for each credential category, Personal narrative ('Why I Practice Medicine') adds authentic human context, Publication citations include journal names, dates, and direct URLs for verification, Structured data correctly implements Person schema for machine-readable credential verification, Editorial standards and error-reporting mechanism demonstrate content governance • Weaknesses: No H1 heading present — the page title is rendered via CSS/JS but not as a semantic H1 element, No profile photo rendered despite image URL being present in structured data — reduces personal credibility, Future-dated items (2026 publication, 2026 NASM certification) may confuse users about timeline accuracy, Title/role inconsistency between meta description and page body content, No direct links to verify medical license (e.g., state medical board lookup) • Mc Description: The main content is a detailed professional biography of Dr. Mike Bohl, MD, MBA, MPH, MS, ALM. It covers his educational background (6 degrees from Brown, Columbia, Harvard, Cornell), clinical training, medical licensure, 9 professional certifications, organizational affiliations, specialties, 8 previous work positions, 5 peer-reviewed publications with links, media appearances, personal motivation for practicing medicine, and personal interests.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS), subject to SEC reporting and regulatory oversight'} • {'source': 'Dr. Bohl holds a New York medical license (2019), verifiable through the NY State Department of Health physician registry'} • {'source': 'Five peer-reviewed publications in indexed journals (PubMed-indexed venues including Acta Biomaterialia, Bone & Joint Research)'} • {'source': 'Medical Writer Certified by the American Medical Writers Association (AMWA), a recognized professional credentialing body'} • {'source': 'Editor in the Life Sciences certified by the Board of Editors in the Life Sciences (BELS), a peer-reviewed credentialing organization'} • {'source': 'Board Certified Medical Affairs Specialist by the Accreditation Council for Medical Affairs (ACMA)'} • {'source': 'Regulatory Affairs Certification by the Regulatory Affairs Professionals Society (RAPS), a globally recognized credential'} • {'source': 'Previous Director-level roles at Ro, another regulated telehealth company, corroborating professional standing'}

Trust Analysis

Transparency: High transparency overall. The page discloses medical license details, all educational credentials with institution links, professional certifications with issuing body links, complete work history, and peer-reviewed publications with URLs. The editorial standards reference and error-reporting mechanism further demonstrate commitment to accuracy. The role title inconsistency is a minor transparency gap. • Trust Factors: Hosted on a publicly traded telehealth company's domain with regulatory accountability, Medical license disclosed with state and year, enabling independent verification, Multiple certifications from recognized professional bodies with links to issuing organizations, Peer-reviewed publications with direct URLs to indexed journals, Structured data (Person schema) correctly implemented, Editorial standards page referenced with error-reporting mechanism, Published and updated dates clearly disclosed, Comprehensive work history with named organizations and date ranges • Distrust Factors: No direct contact information on this page, Role title inconsistency between meta description and page body, Future-dated credentials (2026) without clear explanation, No profile photo rendered despite being referenced in structured data, No direct link to state medical board license verification

Creator

Creator Identified	Yes

Creator Type	business
Credentials	{'subject': 'Dr. Mike Bohl, MD, MBA, MPH, MS, ALM', 'organization': 'Hims & Hers Health, Inc.', 'subject_role': 'Head of Fitness & Nutrition (page body) / Senior Director of Medical Content & Authority (meta description)', 'subject_license': 'New York Medical License, 2019', 'subject_education': 'MD (Brown), MPH (Columbia), ALM (Harvard), MS (Cornell Weill), MBA (Cornell Johnson)', 'subject_certifications': '8 professional certifications from AMWA, BELS, NASM, ACMA, OMA, RAPS, NBPHE'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is not deceptive. The minor inconsistency between the meta description role title ('Senior Director of Medical Content & Authority') and the page body role title ('Head of Fitness & Nutrition') appears to be a stale metadata issue rather than intentional deception. The future-dated credentials (2026) may reflect accepted/in-press publication dates or certification renewal dates, which is a minor accuracy issue but not deceptive intent. The main content is clearly accessible and not obstructed by ads or interstitials.

Harm Analysis

Severity: none • Harm Details: The page contains no harmful content. It is a professional biography page. The minor metadata inconsistency (role title discrepancy) is not materially misleading in a harmful sense. The future-dated certifications/publications are minor accuracy concerns but do not constitute harmful misinformation.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but based on the content structure, these appear to be standard site navigation and product promotion elements (Hims products) integrated into the site's global navigation and footer, rather than third-party display advertising. This is typical for a commercial telehealth company's professional biography page. • User Experience Impact: Minimal negative impact. The main content (biography) appears to be clearly separated from commercial navigation elements. The page structure suggests the biography content is the primary focus with site navigation and footer as secondary elements.

Recommendations

Critical Issues

• Role title inconsistency between meta description ('Senior Director of Medical Content & Authority') and page body ('Head of Fitness & Nutrition') — this is a factual accuracy issue on a YMYL-supporting page that should be corrected promptly

• Future-dated credentials (2026 publication, 2026 certification) without explanatory context may undermine credibility if users notice the dates appear to be in the future relative to the page's last update

Improvements

• Resolve the role title inconsistency: update the meta description to match the current page body title ('Head of Fitness & Nutrition') or vice versa to ensure consistency across all metadata

• Add a semantic H1 heading element to the page for proper document structure and SEO

• Ensure the profile photo renders correctly — the image URL is present in structured data but 0 images are detected on the page, suggesting a rendering issue

• Clarify future-dated items: add explanatory notes for the 2026 Telemedicine Journal publication (e.g., 'accepted/ahead of print') and the 2026 NASM Weight Loss Specialist certification (e.g., 'certification valid through 2026')

• Add a direct link to the New York State physician license verification page to enable independent credential verification

• Consider adding a contact or inquiry mechanism for professional correspondence

Strengths

• Exceptional credential depth: six advanced degrees from elite institutions with direct links to each school, demonstrating extraordinary expertise investment

• Eight professional certifications from recognized bodies (AMWA, BELS, NASM, ACMA, OMA, RAPS, NBPHE) with links to issuing organizations, providing strong verifiability

• Five peer-reviewed publications in indexed journals with direct URLs, establishing genuine academic authoritativeness

• Comprehensive and transparent work history covering 10+ years of medical content leadership at named organizations

• Correct implementation of Person schema structured data enabling machine-readable credential verification

• Editorial standards reference and error-reporting mechanism demonstrating professional content governance commitment

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https://hims.com/medical-experts/peter-stahl-md

76

Confidence: 0.82

Should Rank

Analysed: 18 Jun 2026 05:55

Scores at a Glance

75	PQ Score	82	E-E-A-T Overall	72	Experience	90	Expertise
85	Authoritativeness	80	Trust	65	Content Effort	70	Originality
75	Skill	85	Accuracy	78	Reputation		

Page Quality

PQ Rating	high
PQ Score	75

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to introduce Dr. Peter J. Stahl as a medical expert at Hims & Hers, establishing his credentials and expertise to build trust with users considering the platform's medical services. • Rating Justification: This is a medical expert profile page for a highly credentialed urologist and SVP at a legitimate telehealth company. The content is accurate, verifiable, and serves a clear informational purpose. The page demonstrates strong E-E-A-T signals for a YMYL-adjacent topic. However, it lacks heading structure, images fail to render, and the content is relatively brief (606 words, much of which is CSS/JS). The actual biographical content is concise but substantive.

E-E-A-T

Overall	82
Experience	72
Expertise	90
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Highly credentialed medical professional with verifiable academic and clinical history, Structured data (Person schema) implemented correctly, Links to reputable external institutions for verification, Editorial standards policy referenced on the page, Clear professional title and organizational affiliation • Key Weaknesses: No direct contact information on the page, No H1 or H2 headings present in the extracted structure, No images rendered (0 images detected despite image URL in structured data), Page was published in 2021 and may not reflect current role or publications, The page is authored by the organization about its own employee, creating a potential conflict of interest • Trust Evidence: The page includes a published date (November 4, 2021), editorial standards disclosure, structured data markup, links to verifiable institutions (Cornell, Columbia, NY-Presbyterian, MSK), and a clear organizational affiliation. No contact info is present on this specific page, but the site has an About page. • Expertise Evidence: Dr. Stahl holds an MD, completed urology residency at NY Presbyterian/Weill Cornell, completed two-year fellowship in male reproductive medicine and sexual medicine, published 45+ peer-reviewed articles, serves as journal reviewer, and is a member of the American Urological Association and International Society of Sexual Medicine. Credentials are highly relevant to the page topic. • Experience Evidence: Dr. Stahl's bio describes direct clinical experience as Director of Male Reproductive & Sexual Medicine at New York-Presbyterian Hospital and Associate Professor at Columbia University Vagelos College of Physicians and Surgeons (2012-2020), plus fellowship training at Weill Cornell and Memorial Sloan-Kettering. This demonstrates hands-on clinical experience in the specialty. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company. Dr. Stahl previously held academic positions at Columbia University and NY-Presbyterian. The page includes structured data (Person schema) and links to reputable institutions. The site has an editorial standards page and references peer-reviewed sourcing policies.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is part of a telehealth platform (Hims & Hers) that provides medical consultations and prescriptions for sexual health, urology, and other conditions. The medical expert profile directly supports the credibility of health advice and treatment recommendations provided on the platform. Users may rely on this page to assess whether to trust the platform with their health decisions. • Potential Harm: If credentials were falsified or misleading, users could make health decisions based on false trust in unqualified practitioners. However, Dr. Stahl's credentials appear verifiable and legitimate. • Standards Required: High E-E-A-T standards required. Medical credentials must be verifiable, content must be accurate, and the organization must be transparent about its medical oversight.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear and specific credential information with institutional links, Professional tone appropriate for a medical expert profile, Includes publication count and professional association memberships, Editorial standards disclosure adds transparency • Weaknesses: No H1 or H2 headings detected, which is a structural issue, No images rendered on the page despite image URL in structured data, Content is relatively brief for a comprehensive expert profile, No links to actual published research or external verification of claims, Published date of 2021 may indicate outdated information • Mc Description: The main content is a biographical profile of Dr. Peter J. Stahl, covering his current role at Hims & Hers, prior academic and clinical positions, educational background, fellowship training, research output, and professional memberships. It includes hyperlinks to verifiable institutions.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	No
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	{'source': 'Hims & Hers is a publicly traded company (NYSE: HIMS), providing verifiable corporate accountability'} • {'source': "Dr. Stahl's prior affiliation with Columbia University Vagelos College of Physicians and Surgeons is a highly reputable academic institution"} • {'source': 'New York-Presbyterian Hospital is a nationally recognized medical center, lending credibility to listed credentials'} • {'source': 'Memorial Sloan-Kettering Cancer Center fellowship is a prestigious and verifiable credential'} • {'source': 'American Urological Association membership is a verifiable professional credential'} • {'source': 'International Society of Sexual Medicine membership is a verifiable professional credential'}

Trust Analysis

Transparency: The page is transparent about Dr. Stahl's role as SVP (a corporate title) at Hims & Hers, his prior academic positions, and his credentials. The editorial standards section acknowledges the site's sourcing policies. The organizational context (telehealth company) is clear. • Trust Factors: Publicly traded company with regulatory oversight, Verifiable academic and clinical credentials linked to reputable institutions, Structured data (Person schema) correctly implemented, Editorial standards policy referenced, LinkedIn profile linked for independent verification, Published date provided for transparency • Distrust Factors: No direct contact information on the page, Page is self-published by the employer about their own employee (potential bias), No third-party verification or external reviews of Dr. Stahl's work linked, Images not rendering may reduce perceived professionalism

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'subject': "Dr. Peter J. Stahl, MD - SVP Men's Sexual Health & Urology", 'organization': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'subject_credentials': 'MD, Cornell University undergraduate, NY Presbyterian/Weill Cornell Medical School and Residency, Weill Cornell and MSK Fellowship, Former Columbia University Associate Professor, Former NY-Presbyterian Director of Male Reproductive & Sexual Medicine, 45+ peer-reviewed publications'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly identifies itself as a medical expert profile for a corporate SVP. The credentials listed are specific and verifiable. The page does not make false claims or use dark patterns.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. The page presents verifiable credentials for a licensed medical professional. No misleading claims, dangerous health advice, or discriminatory content is present.

Ads Analysis

Ad Placement: The page is flagged as having ads present, likely referring to the site's own product promotions (navigation items for Hims products like Sildenafil, Tadalafil, etc.) rather than third-party display advertising. These are integrated into the site navigation and footer. • User Experience Impact: The promotional navigation elements are standard for a telehealth e-commerce platform and do not appear to obstruct the main biographical content. The expert profile content is clearly separated from product promotions.

Recommendations

Critical Issues

• No H1 heading present — this is a fundamental on-page SEO and accessibility issue for a YMYL page

• Images not rendering (0 images detected) despite image URL in structured data — this reduces trust signals and professionalism

Improvements

• Add proper H1 and H2 heading structure to improve both SEO and accessibility

• Ensure the doctor's profile image renders correctly — currently 0 images detected

• Add links to Dr. Stahl's published research (e.g., PubMed profile or Google Scholar) for independent verification

• Update the page to reflect current publications count and any role changes since November 2021

- Add a contact or inquiry mechanism for users who want to learn more about the medical team
- Consider adding patient or peer testimonials/endorsements to strengthen the Experience dimension of E-E-A-T
- Add a 'Last Updated' date in addition to the published date to signal content freshness

Strengths

- Highly credentialed subject with verifiable academic and clinical history at prestigious institutions
- Correct implementation of Person schema structured data
- Clear editorial standards disclosure and sourcing policy
- Publicly traded parent company provides accountability and transparency
- LinkedIn profile linked for independent credential verification
- Professional memberships in relevant medical associations (AUA, ISSM) cited

227 https://hims.com/mental-health 52

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:40

Scores at a Glance

52 PQ Score	55 E-E-A-T Overall	45 Experience	55 Expertise
65 Authoritativeness	55 Trust	50 Content Effort	55 Originality
55 Skill	60 Accuracy	68 Reputation	

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to convert male users seeking mental health care into Hims telehealth subscribers by showcasing available medications, conditions treated, and the convenience of online care. It successfully communicates the service offering, pricing starting point ($49/mo), and how to get started. • Rating Justification: This is a YMYL health page from a legitimate, established telehealth company. The page serves a clear commercial purpose (converting visitors to paying customers for mental health medication management). It includes some trust signals (crisis resources, medication safety info, HIPAA mention, disclosure of treatment limitations) but lacks the high E-E-A-T signals required for YMYL health content: no named medical professionals, no clinical editorial oversight visible, no author credentials, and the content is primarily marketing-oriented rather than medically informative. For a YMYL topic requiring high standards, this falls into the medium range — it's not harmful or deceptive, but it doesn't meet the highest quality bar expected for health content.

E-E-A-T

Overall	55
Experience	45
Expertise	55
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Established, publicly traded telehealth company with regulatory oversight, Includes crisis resources (741-741 and 911) for users in distress, Discloses limitations of online treatment (substance abuse, eating disorders, schizophrenia not treated), Lists specific medications with safety information links, HIPAA compliance mentioned, Structured data (FAQPage, BreadcrumbList) implemented correctly, Transparent about not accepting insurance • Key Weaknesses: No named medical professionals, psychiatrists, or clinical reviewers identified on the page, No author information or editorial team disclosed, No contact information visible on this specific page, No About page link detected in page structure, Primarily a commercial conversion page with limited substantive health information, No citations to clinical studies or medical literature, No patient reviews or testimonials visible in extracted content • Trust Evidence: The page includes crisis resources (Crisis Text Line 741-741, 911 for emergencies), which is a positive trust signal for a mental health YMYL page. It discloses that controlled substances (Adderall, Xanax, Valium) are not available. It mentions HIPAA compliance. However, there is no visible author information, no named medical reviewers, no contact information on this page, and no About page link detected. The page is primarily a commercial conversion page. • Expertise Evidence: The page lists specific FDA-approved psychiatric medications (Sertraline, Escitalopram, Fluoxetine, Bupropion XL, Buspirone, Citalopram, Duloxetine, Venlafaxine) with their brand-name equivalents and includes 'Important safety information' links. It references licensed providers and HIPAA compliance. However, no named medical professionals, credentials, or clinical editorial team are identified on this page. • Experience Evidence: The page is a commercial telehealth service landing page for Hims, a publicly traded company (HIMS on NYSE). There is no first-person patient experience, no provider bios, no case studies, and no testimonials visible in the extracted content. The page lists medications and conditions but does not demonstrate lived or clinical experience directly. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a well-known, publicly traded telehealth company with significant brand recognition. The domain hims.com is established. The page includes structured data (BreadcrumbList, FAQPage), references to licensed healthcare providers, and mentions HIPAA standards. The company is widely covered in mainstream media and has regulatory oversight as a telehealth provider.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves mental health care, psychiatric medication prescriptions, and online medical treatment. It discusses conditions like anxiety, depression, and burnout, and facilitates access to prescription psychiatric medications. Mental health treatment decisions can have profound impacts on a person's physical and psychological wellbeing. • Potential Harm: Users making mental health treatment decisions based on this page could be harmed if: they receive inappropriate medication without adequate in-person evaluation; they delay seeking more intensive care for serious conditions; they misunderstand the limitations of online-only psychiatric care; or they experience adverse medication effects without proper monitoring. The page does include some safety disclosures but the primary goal is commercial conversion. • Standards Required: Highest E-E-A-T standards apply. The page should clearly identify licensed medical professionals involved in content creation and care delivery, provide evidence-based information, include comprehensive safety information, clearly communicate when in-person care is necessary, and demonstrate robust clinical oversight. Named psychiatrists or medical directors reviewing content would be expected.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate

Length Adequate	No

MC Analysis

Strengths: Clear service value proposition communicated efficiently, Specific medications listed with proper generic/brand name identification, Crisis resources prominently included (741-741 and 911), FAQ section addresses key user concerns about insurance, treatment types, and medication delivery, Transparent disclosure that controlled substances are not available, Honest about conditions not treatable online (substance abuse, eating disorders, schizophrenia) • Weaknesses: Extremely thin substantive health content for a YMYL mental health page, No information about the clinical process, provider qualifications, or how diagnoses are made, Symptom descriptions are marketing-level brief, not clinically informative, No information about what happens during a consultation or what to expect, No discussion of treatment efficacy, side effects, or when medication is appropriate vs. therapy, No named medical professionals or clinical team information, 1001 words total with much being CSS/code, leaving very little actual health content, H1 'Feel better soon' is vague marketing copy rather than informative • Mc Description: The main content consists of: a hero section promoting online mental health care; a list of four service features (medications from $49/mo, personalized plans, unlimited messaging, treatment guides); symptom category cards (anxiety, burnout, financial stress, lack of motivation); a medication carousel listing 7 generic psychiatric medications with brand equivalents; a FAQ section with 4 questions; and crisis resource information. The actual substantive health content is minimal.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS) • Widely covered by mainstream financial and health media • Regulated telehealth provider operating under state medical board oversight • Has faced regulatory scrutiny (FTC, state regulators) regarding advertising claims in the past • BBB and consumer review presence

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and subject to regulatory oversight, which provides some baseline accountability. The page discloses key limitations (no controlled substances, not all conditions treatable online, no insurance). However, the page lacks transparency about who the specific providers are, what their qualifications are, and how clinical decisions are made. The absence of named medical professionals on a YMYL health page is a significant transparency gap. • Trust Factors: Publicly traded company with regulatory and financial disclosure obligations, HIPAA compliance mentioned, Crisis resources included (741-741, 911), Transparent about not accepting insurance, Discloses that controlled substances are not available, Discloses conditions not treatable online, Structured data implemented correctly, Links to important safety information for each medication, Copyright notice and legal links present in footer, Telehealth Consent and Consumer Health Data Privacy Policy linked • Distrust Factors: No named medical professionals or clinical reviewers on this page, No contact information visible on this page, No About page link detected, No author information for any content, Primarily a commercial conversion page with minimal clinical depth, No patient reviews or third-party validation visible, Company has faced past regulatory scrutiny regarding health claims

Creator

Creator Identified	Yes
Creator Type	business

Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'HIMS (NYSE)', 'business_type': 'Telehealth platform', 'medical_oversight': 'Works with independent licensed physicians and providers (not named on this page)', 'regulatory_status': 'Licensed telehealth provider operating across multiple US states'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected, Content is original and purpose-built for the Hims brand, Professional design and structured data implementation, No keyword stuffing or manipulative SEO patterns detected

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial landing page for a telehealth service. The purpose (selling mental health care subscriptions) is clear and not hidden. The pricing ($49/mo starting) is disclosed upfront. The limitations of the service are disclosed in the FAQ. The medications listed are accurately identified with generic and brand names. There is no evidence of deceptive design patterns, hidden fees, or misleading health claims that would constitute deception under quality rater guidelines.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful. It includes appropriate crisis resources, discloses treatment limitations, and lists medications accurately. The commercial nature of the page (prioritizing conversion) combined with thin clinical information could theoretically lead users to underestimate the complexity of mental health treatment, but this does not rise to the level of harmful content. The page explicitly states that not all conditions are treatable online and directs users to appropriate alternatives.

Ads Analysis

Ad Placement: The page itself is a commercial product page for Hims's own services, so the 'ads' present are internal CTAs and product promotions rather than third-party advertisements. The 'Has Ads: True' flag likely refers to tracking/analytics scripts (GTM) or internal promotional content. There are no visible third-party display ads in the content. • User Experience Impact: The commercial CTAs ('Start your visit' buttons) are integrated into the page design and do not appear to obstruct the main content. The page is primarily a commercial landing page, so promotional content is expected and appropriate to the page's purpose.

Recommendations

Critical Issues

• No named medical professionals or clinical reviewers identified on a YMYL mental health page — this is the most significant E-E-A-T gap for a health topic requiring highest standards

• Extremely thin substantive health content (1001 words total including CSS/code) for a YMYL topic where users need comprehensive, accurate medical information to make informed treatment decisions

Improvements

• Add named, credentialed medical professionals (psychiatrists, licensed therapists) with bios and credentials to establish medical expertise

• Include a medical review board or clinical advisory team with credentials visible on the page

• Add substantive clinical information about the conditions treated, treatment approaches, and what to expect from online psychiatric care

• Include contact information (phone, email, or chat) prominently on the page

• Add links to About page and company information to improve transparency

• Include patient testimonials or outcome data with appropriate disclaimers

• Add citations to clinical evidence supporting the medications offered

• Expand FAQ with more clinically relevant questions (side effects, monitoring, what happens if medication doesn't work)

• Add information about the provider matching process and provider qualifications

• Include clearer pricing information beyond the '$49/mo' starting price to avoid potential misleading impressions

Strengths

• Established, publicly traded company with regulatory accountability and brand recognition

• Responsible inclusion of crisis resources (741-741 Crisis Text Line and 911) for users in distress

• Transparent disclosure of service limitations (no controlled substances, conditions not treatable online, no insurance accepted)

• Accurate medication listings with generic/brand name pairings and safety information links

• HIPAA compliance and Consumer Health Data Privacy Policy demonstrate data protection awareness

• Structured data (FAQPage, BreadcrumbList) correctly implemented for search visibility

228 https://hims.com/news 62

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:44

Scores at a Glance

58	PQ Score	65	E-E-A-T Overall	62	Experience	65	Expertise
72	Authoritativeness	60	Trust	65	Content Effort	60	Originality
63	Skill	55	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a corporate newsroom aggregating press releases, company announcements, executive appointments, product launches, and thought leadership articles for Hims & Hers, a telehealth company. • Rating Justification: This is a corporate newsroom/press release hub for a legitimate, publicly traded telehealth company. The page serves its purpose as a news index but lacks author attribution, contact information, and structured data. Content is promotional in nature rather than independently verified journalism. For a YMYL health company, the absence of transparent authorship and editorial standards prevents a higher rating.

E-E-A-T

Overall	65
Experience	62
Expertise	65
Authoritativeness	72
Trust	60

E-E-A-T Analysis

Key Strengths: Named, credentialed medical officers and executives referenced throughout, Partnerships with recognized institutions (Novo Nordisk, Hartford HealthCare, The Economist), Publicly traded company with established brand reputation, Covers a wide range of health topics with apparent organizational depth • Key Weaknesses: No individual article authors identified — significant for YMYL health content, No contact information on the newsroom page, No structured data to support content credibility signals, Content is entirely self-promotional with no independent editorial oversight evident • Trust Evidence: No contact information is present on this page. No author bylines are provided for any articles. No structured data is implemented. The page has ads. While an About page exists, the absence of transparent authorship on a health-related corporate newsroom is a notable trust gap. • Expertise Evidence: Articles reference medical officers, pharmaceutical regulatory experts, AI technology leadership, and clinical topics (GLP-1s, semaglutide, testosterone, menopause). However, no individual article authors are identified, and the page lacks structured medical citations or peer-reviewed references. • Experience Evidence: The newsroom references real company milestones, named executives (Dr. Anant Vinjamoori as CMO, Dr. Jessica Shepherd as CMO of Hers, Kathryn Beiser as CCO), partnerships with recognized entities (Novo Nordisk, Hartford HealthCare, The Economist), and customer outcome data. This demonstrates operational experience in telehealth. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with significant media coverage. The newsroom references board appointments, international expansion, FDA-related commentary, and partnerships with major organizations, lending institutional authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: The page prominently features health-related content including GLP-1/semaglutide treatments, testosterone therapy, menopause care, weight loss programs, mental health, cancer testing, and pharmaceutical compounding. These topics directly relate to medical decisions that could significantly impact users' health and safety. • Potential Harm: Users reading about specific treatments (semaglutide, testosterone Rx, compounded medications, GLP-1 dosing) may make health decisions based on promotional content presented without independent medical review or clear authorship. Misleading or incomplete health information could lead to inappropriate self-treatment decisions. • Standards Required: High E-E-A-T standards are required: clear medical authorship, credentials of content creators, citations to clinical evidence, balanced presentation of risks and benefits, and transparent editorial policies.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear organizational structure with descriptive headlines, Wide coverage of company activities and health topics, Professionally presented with consistent formatting, Includes both corporate news and health education content • Weaknesses: H1 heading reads 'Share this article' which is technically incorrect for an index page — suggests a structural/template error, No dates visible on article listings, making it impossible to assess content freshness, No article summaries or excerpts to help users evaluate relevance before clicking, Entirely self-promotional with no independent news coverage or third-party perspectives • Mc Description: The main content is a news index page listing approximately 100+ article headlines covering company announcements, product launches, executive appointments, health topic thought leadership, and corporate milestones. It functions as a navigational hub to individual news articles.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Publicly traded on NYSE (ticker: HIMS) • Partnerships with Novo Nordisk and Hartford HealthCare • Referenced in The Economist's inaugural health summit • Named executives with verifiable professional backgrounds • Board members with public profiles (Anja Manuel, Christopher Payne, Kofi Amoo-Gottfried)

Trust Analysis

Transparency: Moderate transparency at the organizational level (named executives, public company status) but low transparency at the content level (no authors, no editorial policy, no conflict of interest disclosures visible on this page). • Trust Factors: Publicly traded company with SEC reporting obligations, Named, credentialed medical officers and executives, Partnerships with established healthcare and media organizations, About page exists providing company background, No suspicious patterns detected in page structure • Distrust Factors: No contact information on newsroom page, No author attribution for any articles — critical gap for health content, All content is self-promotional with no independent editorial oversight, No structured data to support content verification, Ads present on a health information page, H1 tag error ('Share this article') suggests quality control issues

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Consumer Health Platform', 'stock_exchange': 'NYSE: HIMS', 'medical_leadership': 'Chief Medical Officers identified (Dr. Anant Vinjamoori, Dr. Jessica Shepherd)', 'regulatory_expertise': 'Pharmaceutical, regulatory & quality experts referenced in leadership'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: High volume of articles (100+) could suggest scaled content production, but is appropriate for an active corporate newsroom, No suspicious patterns flagged in page structure

Deception Analysis

Severity: none • Deception Details: The page is clearly identified as a corporate newsroom for Hims & Hers. Content is promotional but not deceptively presented as independent journalism. The H1 tag error ('Share this article') appears to be a technical/template issue rather than intentional deception.

Harm Analysis

Severity: low • Harm Details: No directly harmful content is identified on this index page. While the promotional framing of health treatments without independent verification is a concern for YMYL standards, the page itself does not contain false claims, dangerous advice, or content targeting vulnerable groups in a harmful way. Individual article pages would require separate evaluation.

Ads Analysis

Ad Placement: Ads are present on the page. Given this is a corporate newsroom rather than a third-party health information site, ads are somewhat unusual but not inherently problematic. The nature and placement of ads cannot be fully assessed from the provided data. • User Experience Impact: Minimal negative impact assumed based on no obstructive patterns flagged. However, ads on a health-related corporate newsroom may create confusion about the commercial nature of the content.

Recommendations

Critical Issues

• Complete absence of author attribution on health-related content — this is a significant E-E-A-T failure for YMYL content under Google's guidelines

• No contact information on the newsroom page reduces trust and accountability signals

Improvements

• Add author bylines to all articles with credentials and professional backgrounds — critical for YMYL health content E-E-A-T

• Implement structured data (NewsArticle, Organization schema) to improve content verification signals

• Add contact information (press contact email/phone) to the newsroom page

• Fix the H1 tag — 'Share this article' is incorrect for an index page; should reflect the page topic

• Add publication dates to article listings for freshness transparency

• Include brief article summaries/excerpts in the news index to improve user experience

• Add an editorial policy or content standards disclosure for health-related articles

• Include conflict of interest disclosures for health content authored by company employees

Strengths

• Publicly traded company with verifiable institutional identity and SEC reporting obligations

• Named, credentialed medical officers and executives referenced throughout content

• Established partnerships with recognized healthcare and media organizations (Novo Nordisk, Hartford HealthCare, The Economist)

• Broad, sustained content production covering diverse health topics relevant to the company's services

• No deceptive practices, spam indicators, or harmful content identified

229 https://hims.com/notice-of-privacy-practices 62

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:44

Scores at a Glance

62	PQ Score	63	E-E-A-T Overall	45	Experience	65	Expertise
70	Authoritativeness	72	Trust	72	Content Effort	55	Originality
68	Skill	75	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a legally required HIPAA Notice of Privacy Practices for Hims & Hers Health medical groups, informing patients how their protected health information may be used and disclosed, and explaining their rights under HIPAA and applicable state laws. • Rating Justification: The page serves a clear legal compliance purpose as a HIPAA Notice of Privacy Practices. It is comprehensive, covers all required HIPAA elements, and is written by a legitimate telehealth company. However, the presence of ads on a sensitive privacy notice page, lack of contact information beyond email, no author attribution, and the document being over two years old without updates reduce the quality rating. It meets its functional purpose but falls short of high quality due to these gaps.

E-E-A-T

Overall	63
Experience	45
Expertise	65
Authoritativeness	70
Trust	72

E-E-A-T Analysis

Key Strengths: Comprehensive HIPAA-compliant Notice of Privacy Practices covering all required elements, Identifies 12 specific state-licensed medical entities by name, Provides clear contact email for patient rights requests, References applicable federal and state law throughout, Includes last updated date (December 14, 2022) • Key Weaknesses: No named author or legal counsel identified, No phone number or physical address contact information, Ads present on a sensitive medical privacy document, No structured data markup to help identify the document type, Document has not been updated since December 2022, potentially outdated • Trust Evidence: The page provides a contact email () for privacy-related requests, identifies specific legal entities, and follows standard HIPAA NPP format. However, there is no author attribution, no contact phone number, and ads are present on a sensitive medical privacy page. • Expertise Evidence: The document uses appropriate HIPAA-compliant legal terminology, references federal and state law requirements, and covers all standard HIPAA NPP required elements including patient rights, permitted disclosures, and complaint procedures. The legal structure reflects expertise in healthcare compliance. • Experience Evidence: The page is a legal/compliance document (HIPAA Notice of Privacy Practices) from Hims & Hers Health, Inc. medical groups. It demonstrates operational experience by listing 12 specific state-licensed medical entities, indicating real-world healthcare operations across multiple jurisdictions. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS). The document references multiple state-licensed medical professional corporations, lending institutional authority. The document references the Department of Health and Human Services, aligning with federal regulatory authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly relates to the handling of protected health information (PHI) for patients of telehealth medical groups. It governs how sensitive medical data is used, disclosed, and protected. Patients rely on this document to understand their privacy rights regarding their health information, making it clearly YMYL. • Potential Harm: Inaccurate or misleading privacy practices information could lead patients to misunderstand how their medical information is shared, potentially resulting in unexpected disclosures of sensitive health data, financial harm from insurance disclosures, or failure to exercise important patient rights. • Standards Required: High standards of legal accuracy, completeness, currency, and transparency are required. The document must comply with HIPAA, state privacy laws, and be kept current with regulatory changes. Clear contact information and patient rights explanations are essential.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Covers all required HIPAA NPP elements comprehensively, Clear section organization with descriptive headers, Specific contact email provided for each type of patient rights request, Telehealth-specific communication methods explicitly addressed, Patient rights clearly enumerated with actionable instructions • Weaknesses: No H2 headings used for proper document structure, Dense legal text without visual aids or summaries for patient comprehension, No table of contents for easy navigation of the lengthy document, Last updated date is over two years ago with no indication of review schedule • Mc Description: The main content is a complete HIPAA Notice of Privacy Practices covering: organizational obligations, permitted uses and disclosures of PHI, patient rights (inspect/copy, amend, accounting, restrictions, confidential communications), authorization requirements, and complaint procedures. It is structured with clear section headers and bullet points.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Multiple state-licensed medical professional corporations listed • Telehealth company with established market presence since 2017

Trust Analysis

Transparency: Moderate transparency - the organization is identified and contact information is provided via email, but the lack of physical contact information, named responsible parties, and the presence of advertising on a sensitive privacy document reduce overall transparency. • Trust Factors: Legitimate publicly traded telehealth company, Multiple state-licensed medical entities identified by name, Follows standard HIPAA NPP format required by federal law, Provides specific contact email for privacy requests, References Department of Health and Human Services for complaints, Includes last updated date • Distrust Factors: No phone number or physical address provided, No named author or legal counsel identified, Ads present on a sensitive medical privacy document, Document not updated since December 2022, No structured data to verify document authenticity

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'industry': 'Telehealth / Digital Health', 'organization': 'Hims & Hers Health, Inc.', 'stock_listing': 'NYSE: HIMS', 'medical_entities': '12 state-licensed medical professional corporations'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False

Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforward in its purpose as a HIPAA Notice of Privacy Practices. The content accurately represents what it claims to be. While the document mentions marketing uses of PHI, this is disclosed transparently as permitted by HIPAA. No deceptive design patterns or misleading information detected.

Harm Analysis

Severity: none • Harm Details: The page is a standard legal compliance document. It does not contain harmful content. The privacy practices described are standard HIPAA-compliant practices. The mention of marketing communications is disclosed transparently as permitted by law.

Ads Analysis

Ad Placement: Ads are present on the page according to page metadata. The specific placement is not detailed in the excerpt, but any advertising on a medical privacy notice page is contextually inappropriate. • User Experience Impact: The presence of ads on a HIPAA Notice of Privacy Practices page is contextually inappropriate and may undermine patient trust in the document's seriousness and the organization's commitment to privacy. It creates a conflict between commercial interests and the sensitive nature of the privacy notice content.

Recommendations

Critical Issues

• Document has not been updated since December 2022 - potential compliance risk if regulations have changed

• Presence of advertising on a HIPAA Notice of Privacy Practices page is contextually inappropriate and may undermine patient trust

Improvements

• Update the Notice of Privacy Practices to reflect any regulatory changes since December 2022, particularly state-level privacy law updates

• Remove advertising from this sensitive medical privacy document to maintain patient trust and document integrity

• Add physical mailing address and phone number as alternative contact methods for patient rights requests

• Implement proper H2/H3 heading structure for better document navigation and accessibility

• Add structured data markup (e.g., schema.org) to help search engines properly identify and categorize this legal document

• Add a named Privacy Officer or legal contact responsible for the document

• Include a table of contents for easier navigation of the lengthy document

• Add plain-language summaries alongside legal text to improve patient comprehension

Strengths

• Comprehensive coverage of all required HIPAA NPP elements

• Specific identification of 12 state-licensed medical entities providing organizational transparency

• Clear patient rights section with actionable instructions and specific contact email for each right

• Telehealth-specific communication disclosures (email, text, app) that are relevant to the business model

• Legitimate publicly traded company with established market presence

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Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

52	PQ Score	54	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	55	Trust	50	Content Effort	55	Originality
55	Skill	60	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page aims to inform users about premature ejaculation treatment options available through Hims and convert them into customers by starting an online consultation. It successfully communicates available treatments, pricing, and the telehealth process. • Rating Justification: This is a YMYL health/medical page for a legitimate telehealth business. The page serves a clear commercial purpose (selling PE treatment subscriptions) and provides some useful information about treatment options. However, it lacks named medical authorship, has minimal educational depth, no visible contact information in the main content, and is primarily a product landing page rather than a comprehensive health resource. The FDA disclaimer and study citations partially offset these concerns. For a YMYL topic, the standards are higher, placing this at medium rather than high.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Hims is a well-known, publicly traded telehealth company with established brand reputation, Accurate FDA disclaimer about compounded medications included, References to clinical studies (though brief) for sildenafil claims, Mentions licensed medical providers in all 50 states, Structured data (BreadcrumbList, FAQPage) implemented correctly • Key Weaknesses: No named medical authors or reviewers on the page, No visible contact information in main content, No about page link in main content, Primarily a commercial sales page rather than authoritative health information, No patient testimonials or verified reviews visible in extracted content, Study citations are truncated and lack full references • Trust Evidence: The page includes an FDA disclaimer about compounded drugs not being FDA-approved, which shows some transparency. It references licensed providers and telehealth consent. However, there is no visible contact information, no named authors, no about page link visible in the main content, no privacy policy link in the main content area (only in footer), and no clear editorial review process disclosed. • Expertise Evidence: The page mentions licensed medical providers in all 50 states, references off-label prescribing practices accurately, names specific medications (sildenafil, tadalafil, fluoxetine, sertraline), and cites two clinical studies with brief descriptions. However, no named medical authors or reviewers are identified, and the content is primarily commercial rather than educational. • Experience Evidence: The page is a product/service landing page for Hims, a telehealth company. There is no first-person patient experience, no case studies, and no testimonials visible in the extracted content. The page references 'doctor-trusted' treatments and licensed medical providers but does not demonstrate lived experience with PE treatment. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The page has structured data, breadcrumb navigation, and links to educational content. The company has licensed providers in all 50 states. However, no third-party endorsements, medical board affiliations, or named expert credentials are displayed on this page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses prescription medications for a medical condition (premature ejaculation), including specific drugs like sildenafil, tadalafil, fluoxetine, and sertraline. It facilitates access to prescription medications through an online platform. This clearly falls under YMYL health/safety category as it could directly impact users' physical health decisions. • Potential Harm: Users may make decisions about prescription medications based on this page's content. Off-label medication use carries risks not fully disclosed here. The page promotes compounded drugs that are explicitly noted as not FDA-approved for safety, effectiveness, or quality. Users with contraindications (e.g., heart conditions, drug interactions with SSRIs or PDE5 inhibitors) could be harmed if they self-select into treatment without adequate screening. • Standards Required: High standards of medical accuracy, named medical authorship/review, clear disclosure of risks and side effects, transparent provider credentials, and comprehensive informed consent information are required for YMYL health pages of this nature.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear presentation of available treatment options with pricing, FAQ section addresses common questions about PE and the service, Transparent disclosure about FDA status of compounded medications, Links to educational content for users wanting more information, Structured process explanation (intake, provider connection, delivery) • Weaknesses: No H1 or H2 headings detected, indicating poor content structure, Insufficient information about medication risks, side effects, and contraindications, No named medical professionals reviewing or authoring the content, Content is primarily sales-oriented rather than genuinely helpful health information, Study citations are truncated and not fully accessible, No contact information visible in main content area, 1475 words is insufficient for a comprehensive YMYL health topic page • Mc Description: The main content is a telehealth product landing page presenting PE treatment options (Sex Rx + Climax Control, Sildenafil, Tadalafil, Clockstopper Wipes), a 3-step process for getting treatment, an FAQ section, and links to educational articles. The page is primarily commercial with some informational elements.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant media coverage • Licensed medical providers in all 50 states • Footer includes Terms & Conditions, Privacy Policy, Telehealth Consent links

Trust Analysis

Transparency: Moderate transparency. The company discloses its legal name (Hims & Hers Health, Inc.), includes regulatory disclaimers about compounded medications, and provides links to legal documents. However, the page lacks named medical professionals, direct contact information, and comprehensive risk disclosures that would be expected for a YMYL health service page. • Trust Factors: Publicly traded company with regulatory oversight, Licensed medical providers in all 50 states, Telehealth consent and privacy policy links in footer, FDA disclaimer about compounded medications, Structured data implementation suggests technical legitimacy, Breadcrumb navigation shows organized site structure, Links to About Us and Medical Experts pages in footer navigation • Distrust Factors: No contact information visible in main content, No named medical authors or reviewers on the page, No about page information in main content, Primarily commercial page with limited independent health information, Study citations are incomplete and not fully verifiable from the page, No visible customer reviews or third-party verification

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'service_type': 'Telehealth platform', 'stock_ticker': 'NYSE: HIMS', 'provider_coverage': 'Licensed medical providers in all 50 US states', 'regulatory_status': 'Publicly traded, subject to SEC and healthcare regulations'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial landing page for a telehealth service. The purpose (selling PE treatment subscriptions) is clear and not hidden. The FDA disclaimer about compounded medications is present. Medication claims reference clinical studies. The page does not make false claims about FDA approval. Some promotional language ('doctor-trusted') is marketing copy but not deceptive in a harmful sense.

Harm Analysis

Severity: low • Harm Details: The page does not contain overtly harmful content. It promotes legitimate prescription medications through a licensed telehealth platform. The FDA disclaimer about compounded drugs is present. However, the lack of side effect information and the promotional framing of off-label medications could lead users to underestimate risks. This is a concern but does not rise to the level of harmful content under the guidelines.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content itself is a product/service page for Hims' own treatments. The 'ads' likely refer to tracking/marketing tags (GTM) rather than third-party display advertising. The product listings are native to the site's commercial purpose. • User Experience Impact: Minimal negative impact. The page's commercial nature is transparent, and product listings are integral to the page's purpose rather than disruptive advertising.

Recommendations

Critical Issues

• No named medical professionals authoring or reviewing YMYL health content - this is a significant E-E-A-T deficiency for a prescription medication page

• Absence of side effect and contraindication information for prescription medications (sildenafil, tadalafil, fluoxetine, sertraline) creates potential health risk for users making treatment decisions

Improvements

• Add named, credentialed medical authors or reviewers with visible credentials and bios

- Include comprehensive side effect and contraindication information for all medications listed
- Add H1 and H2 heading structure for better content organization and accessibility
- Provide full, properly formatted citations for the clinical studies referenced
- Add visible contact information (phone, email, or chat) in the main content area
- Expand educational content about PE causes, diagnosis criteria, and treatment alternatives
- Include patient testimonials or verified reviews with appropriate disclaimers
- Add a visible link to the About page and Medical Experts page within the main content

Strengths

- Legitimate, publicly traded telehealth company with established brand reputation and regulatory oversight
- Transparent FDA disclaimer about compounded medications not being FDA-approved
- Clear commercial purpose with transparent pricing and process explanation
- FAQ section addresses common user questions about PE and the service
- Structured data (BreadcrumbList, FAQPage) properly implemented for search visibility

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https://hims.com/premature-ejaculation/benzocaine-wipes

58

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 05:44

Scores at a Glance

58	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	62	Content Effort	60	Originality
65	Skill	60	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page for benzocaine climax delay wipes, providing product information, usage instructions, pricing, and purchase options for consumers seeking premature ejaculation solutions. • Rating Justification: This is a legitimate e-commerce product page from a reputable telehealth brand. It fulfills its primary purpose as a product listing with usage instructions, ingredient information, FAQ, and purchase options. However, it falls short of high quality due to lack of medical authorship, no clinical citations, and limited depth of health information for a YMYL-adjacent product. The content is adequate but not exceptional.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Hims is a well-known, publicly traded telehealth brand with established reputation, Product schema markup and breadcrumb structured data implemented correctly, FAQ section addresses safety concerns including side effects and drug interactions, Clear usage instructions and ingredient transparency (benzocaine), Mentions contraindications (benzocaine allergy) and recommends medical advice • Key Weaknesses: No named medical author or reviewer credited on the page, No citations to clinical studies or peer-reviewed research, No contact information visible on the product page, No explicit about page link from this page, Claims about efficacy lack supporting evidence or clinical references • Trust Evidence: The page has structured data (Product schema), clear pricing, subscription options, and links to related content. However, there is no visible author attribution, no medical reviewer listed, no contact information on the page, and no explicit about page link. The FAQ section provides safety information including side effects and contraindications, which adds some trust. • Expertise Evidence: The page provides a basic explanation of benzocaine as a topical anesthetic, mentions premature ejaculation statistics (~30% of men), includes usage instructions, side effects, and FAQ content. However, there is no named medical author, no citations to peer-reviewed literature, and no licensed healthcare professional credited for the content. • Experience Evidence: The page is a product listing page from Hims, a known telehealth and wellness brand. There is no first-person user experience, no patient testimonials with verified credentials, and no clinical trial data cited. The product description mentions benzocaine's mechanism of action but lacks depth of clinical experience. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition in men's health. The domain hims.com has significant authority in the men's health space. The product is sold OTC (no prescription required), which implies regulatory compliance. Structured data, breadcrumbs, and professional site architecture support authority signals.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: This page involves a topical pharmaceutical-grade ingredient (benzocaine, an anesthetic) applied to the body for a medical condition (premature ejaculation). While the product is OTC and does not require a prescription, it involves health claims, side effects, drug interactions (mentions Viagra), and application instructions that could affect physical health if misused. • Potential Harm: Incorrect use of benzocaine could cause temporary erectile dysfunction, skin irritation, allergic reactions, or partner numbing. The page advises on combining with prescription medications (Viagra) which carries health implications. Benzocaine in high doses has rare but serious risks (methemoglobinemia) not mentioned on the page. • Standards Required: Higher standards of medical accuracy, author credentials, clinical evidence, and safety warnings are required. A medical reviewer should be credited. Serious risks like methemoglobinemia from benzocaine overuse should be disclosed.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product description with active ingredient identified, Step-by-step usage instructions are practical and easy to follow, FAQ section addresses common safety and usage questions, Pricing and subscription options are transparent, Cross-links to related educational content about PE • Weaknesses: No clinical evidence or studies cited to support efficacy claims, Inconsistency in timing guidance (5 minutes in instructions vs 15 minutes in FAQ for oral sex), Missing serious safety warnings about benzocaine risks, No customer reviews or ratings visible in the content excerpt, No H2 headings to organize content sections for accessibility and SEO • Mc Description: The main content is a product detail page for Clockstopper Climax Delay Wipes containing benzocaine. It includes product description, pricing ($19-$21.67), subscription options, usage instructions (4 steps), ingredient explanation, FAQ section (5 questions), related product cross-sells, and links to educational articles about premature ejaculation.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant media coverage • Licensed to operate in multiple US states as a telehealth provider • Has FDA-compliant OTC product line

Trust Analysis

Transparency: Moderate transparency. The company identity is clear (Hims & Hers Health, Inc.), legal pages are accessible in the footer, and the product ingredient is disclosed. However, the page lacks medical authorship transparency, clinical evidence, and complete safety disclosures expected for a health product page. • Trust Factors: Hims is a publicly traded, regulated telehealth company with established brand reputation, Product is OTC (no prescription required), implying regulatory compliance, Transparent pricing and subscription terms with cancel anytime policy, FAQ section includes safety information and recommends consulting medical professionals, Structured data and professional website architecture, Privacy policy and terms & conditions linked in footer, Telehealth consent and consumer health data privacy policy linked • Distrust Factors: No named medical author or reviewer on the product page, No contact information visible on this specific page, No clinical citations or evidence links, Potentially misleading erection claim, Missing serious safety warnings (methemoglobinemia), No customer reviews visible in the content, About page not linked from this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth and wellness company', 'regulatory_status': 'Licensed telehealth provider, OTC product manufacturer'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims • incomplete_safety_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original brand-created product copy, No keyword stuffing or manipulative patterns observed, No suspicious patterns flagged in page metadata

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in purpose or design - it clearly presents itself as a product page for a commercial product. However, there is minor informational deception in the claim that benzocaine wipes help 'maintain your erection for longer' - benzocaine reduces sensitivity but does not directly maintain erections. This is a marketing overstatement rather than deliberate deception. The timing inconsistency (5 vs 15 minutes) could also be considered mildly misleading.

Harm Analysis

Severity: low • Harm Details: The page contains a potentially misleading claim that benzocaine wipes 'can help you maintain your erection for longer' - benzocaine is a topical anesthetic that reduces sensitivity, not an erectogenic agent. This conflation could mislead consumers about the product's mechanism. Additionally, the page omits mention of methemoglobinemia, a rare but serious risk of benzocaine overuse. The inconsistency in timing guidance (5 vs 15 minutes) could lead to partner exposure. These are minor-to-moderate concerns rather than severe harms.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the content excerpt shows primarily product cross-sells (Ultra Thin Condoms, Water-Based Lube, OMG Ring Vibrator) which are contextually relevant to the product category. These appear to be internal product recommendations rather than third-party display ads. • User Experience Impact: The cross-sell product recommendations are contextually appropriate and do not appear to obstruct the main content. They are placed after the primary product information and FAQ section, which is standard e-commerce practice.

Recommendations

Critical Issues

• Missing serious safety warning about methemoglobinemia risk from benzocaine overuse - this is a known medical risk that should be disclosed on a health product page

• No medical author or reviewer credited - for a YMYL health product page, this is a significant E-E-A-T deficiency that undermines trust and expertise signals

Improvements

• Add a named medical reviewer or author (e.g., licensed physician or pharmacologist) with credentials to the product page

• Correct the misleading claim about maintaining erections - benzocaine reduces sensitivity, it does not directly maintain erections

• Add complete safety warnings including the risk of methemoglobinemia with excessive benzocaine use

• Resolve the timing inconsistency: instructions say 5 minutes but FAQ says 15 minutes for oral sex safety

• Add citations to clinical studies supporting benzocaine efficacy for premature ejaculation

• Include customer reviews and ratings to provide social proof and user experience evidence

• Add H2 headings to improve content structure and accessibility

• Include visible contact information or customer support link on the product page

• Add FDA regulatory status disclosure for the OTC product

Strengths

• Hims is a well-established, publicly traded telehealth brand with strong domain authority and positive reputation

• Clear product information with transparent ingredient disclosure (benzocaine) and mechanism of action explanation

• FAQ section demonstrates awareness of safety concerns and recommends consulting medical professionals for complex interactions

• Professional site architecture with proper structured data, breadcrumbs, and contextually relevant cross-sells

• Transparent pricing and subscription terms with clear cancellation policy

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Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 06:00

Scores at a Glance

48	PQ Score	46	E-E-A-T Overall	35	Experience	45	Expertise
55	Authoritativeness	50	Trust	40	Content Effort	45	Originality
50	Skill	55	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page to sell premature ejaculation treatment subscriptions through Hims' telehealth platform, directing users to start an online intake process. • Rating Justification: This is a commercial landing page for a legitimate telehealth company selling prescription PE treatments. It meets basic quality standards for a product page but falls short of the higher YMYL standards required for health-related content. The page lacks named medical authorship, has minimal substantive medical information, and is primarily designed to convert visitors to customers rather than inform them. The company itself is reputable and regulated, preventing a lower rating, but the page's content depth and E-E-A-T signals are insufficient for a high rating on a health topic.

E-E-A-T

Overall	46
Experience	35
Expertise	45
Authoritativeness	55
Trust	50

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, well-known telehealth company with established brand reputation, Includes disclaimer about compounded drugs not being FDA-approved, References clinical studies with source footnotes, Mentions licensed medical providers in all 50 states, Implements structured data (FAQ schema, BreadcrumbList) • Key Weaknesses: No named medical author or reviewer on the page, No visible contact information on the page, No About page link in the content, Primarily a commercial product page rather than an informational health resource, Limited depth of medical information for a YMYL health topic, Study citations are truncated and not fully accessible • Trust Evidence: The page includes a disclaimer about compounded drugs not being FDA-approved, which shows some transparency. Structured data (FAQPage, BreadcrumbList) is implemented. However, there is no named author, no medical reviewer listed, no contact information on the page, and no About page link visible in the content excerpt. • Expertise Evidence: The page mentions 'licensed medical providers' and references two clinical studies (sildenafil study on 157 patients, another on 150 patients) with footnoted sources. However, no named medical authors, reviewers, or credentials are displayed on the page itself. Medical claims are made without attributed expert authorship. • Experience Evidence: No personal patient experiences or case studies are shared. The page is a product/service landing page with no first-hand accounts of using the treatments described. There are no testimonials with verifiable details. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The site references licensed providers in all 50 states. However, this specific page lacks citations to authoritative medical organizations or peer-reviewed sources beyond two brief footnotes.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and sells prescription medications (sildenafil, tadalafil, fluoxetine, sertraline, compounded drugs) for a medical condition (premature ejaculation). It involves prescription drug recommendations, medical treatment decisions, and health outcomes. This is clearly YMYL as it could directly impact a user's physical health and safety. • Potential Harm: Users may make medical decisions based on incomplete information. The page promotes off-label use of medications (SSRIs like paroxetine/sertraline for PE) without adequate discussion of risks, contraindications, or side effects. Compounded drugs are explicitly noted as not FDA-approved. Users with underlying conditions could be harmed by self-selecting treatments without proper in-person medical evaluation. • Standards Required: Highest E-E-A-T standards required: named medical authors with credentials, thorough discussion of risks and side effects, clear disclaimers, references to authoritative medical sources, transparent information about the telehealth process and provider qualifications.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: Clear product offerings with pricing information, FAQ section addresses common user questions, Transparent about off-label use and lack of FDA approval for PE, Structured process for obtaining treatment is clearly explained, Links to educational content about PE • Weaknesses: Page title mentions 'paroxetine' but content does not prominently feature paroxetine, No H1 or H2 headings - poor content structure, Extremely thin medical content for a prescription drug page, No discussion of risks, side effects, or contraindications, No named medical author or reviewer, No contact information visible, Actual word count of substantive content is much lower than 1475 due to CSS/JS in the excerpt, Study citations are truncated and incomplete • Mc Description: The main content is a commercial landing page promoting Hims' premature ejaculation treatment products including Sex Rx + Climax Control (Tadalafil/Fluoxetine), Sildenafil, Tadalafil, and Clockstopper Climax Delay Wipes. It includes a brief FAQ section, a how-to-get-treatment process, and links to educational articles.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a well-established telehealth brand with significant media coverage and brand recognition since 2017'} • {'source': 'The company is regulated as a telehealth provider and must comply with state medical licensing requirements'} • {'source': 'Hims has been covered by major financial and health media outlets including Forbes, CNBC, and health publications'}

Trust Analysis

Transparency: Moderate transparency at the company level (public company, licensed providers) but low transparency at the page level (no named authors, no risk disclosures, no contact info). The FDA disclaimer for compounded drugs is a positive transparency signal. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory oversight, Established telehealth brand with years of operation, Transparent about off-label drug use and lack of FDA approval, Claims licensed medical providers in all 50 states, Includes FDA disclaimer for compounded drugs, Structured data implementation shows technical legitimacy, Privacy policy and terms & conditions linked in footer • Distrust Factors: No named medical author or reviewer on this specific page, No contact information visible on the page, No About page link in the content, Title-content mismatch (paroxetine mentioned in URL/title but not in content), No discussion of medication risks or side effects, Primarily commercial in nature with minimal medical information, Study citations are truncated and not fully verifiable from the page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Licensed telehealth provider in all 50 US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_title_content_mismatch • incomplete_medical_information • minimized_risk_disclosure
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original marketing copy for a legitimate business, No keyword stuffing or manipulative SEO patterns detected in visible content

Deception Analysis

Severity: minor • Deception Details: The page has a minor informational deception issue: the URL and page title reference 'paroxetine for PE' but the main content does not substantively discuss paroxetine - it focuses on sildenafil, tadalafil, fluoxetine, and sertraline. This could be a bait-and-switch for users specifically searching for paroxetine information. The overall commercial purpose of the page is clear and not hidden. The page does not use dark patterns or misleading design elements.

Harm Analysis

Severity: low • Harm Details: The page title references 'paroxetine for PE' but the content does not substantively discuss paroxetine. This creates a title-content mismatch that could mislead users searching specifically for paroxetine information. More significantly, the page promotes prescription medications including SSRIs (which have significant side effect profiles including sexual dysfunction, suicidal ideation warnings, and discontinuation syndrome) without any discussion of risks or side effects. While the telehealth model requires provider review before prescribing, the marketing-focused presentation minimizes medical risks. The compounded drug disclaimer is present but de-emphasized.

Ads Analysis

Ad Placement: The page has ads flagged but as a commercial product page for Hims' own services, the 'ads' are primarily the product listings themselves (Sex Rx + Climax Control, Sildenafil, Tadalafil, Clockstopper Wipes). These are native to the page's commercial purpose rather than third-party display advertising. • User Experience Impact: The commercial nature of the page is clear and the product listings do not obstruct the informational content. The FAQ section and educational links are accessible. The overall user experience is functional for a commercial landing page.

Recommendations

Critical Issues

• No named medical author or reviewer on a page promoting prescription medications - this is a critical E-E-A-T failure for YMYL health content

• Title/URL references paroxetine but content does not substantively discuss paroxetine, creating a misleading title-content mismatch

• Complete absence of medication risk, side effect, and contraindication information for prescription drugs being promoted

Improvements

• Add named medical author(s) and reviewer(s) with credentials and bios to establish medical expertise

• Include comprehensive risk and side effect information for all medications listed (sildenafil, tadalafil, fluoxetine, sertraline, compounded drugs)

• Fix the title-content mismatch: either add substantive paroxetine content or update the URL/title to reflect actual content

• Add visible contact information (phone, email, or chat) on the page

• Expand the FAQ section with medically accurate information about contraindications, drug interactions, and when to seek in-person care

• Add H1 and H2 headings to improve content structure and accessibility

• Provide complete, accessible citations for the clinical studies referenced

• Add a clear link to the About page and provider credentials page

Strengths

• Hims is a publicly traded, regulated telehealth company with established brand reputation and positive public profile

• Page includes FDA disclaimer for compounded drugs showing some regulatory transparency

• Structured data (FAQ schema, BreadcrumbList) is properly implemented

• Clear commercial purpose with transparent pricing and process information

• Links to educational content about PE provide some informational value

233 https://hims.com/premature-ejaculation/sertraline-for-pe 42

Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:36

Scores at a Glance

42	PQ Score	45	E-E-A-T Overall	35	Experience	45	Expertise
55	Authoritativeness	45	Trust	40	Content Effort	45	Originality
45	Skill	55	Accuracy	60	Reputation		

Page Quality

PQ Rating	medium
PQ Score	42

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to convert visitors into Hims PE treatment subscribers by presenting available medications, explaining the telehealth process, and answering common questions about PE treatment. • Rating Justification: This is a YMYL health page (prescription medications for a medical condition) from a legitimate telehealth business. The page serves a commercial purpose — selling PE treatment subscriptions — and does provide some useful information (FAQ, medication options, process description). However, it lacks critical quality signals required for YMYL health pages: no named medical author/reviewer, no publication date, no detailed clinical information, no H1/H2 headings, and the content is primarily promotional. The page meets basic functional requirements but falls short of the higher standards required for medical/health YMYL content.

E-E-A-T

Overall	45
Experience	35
Expertise	45
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Hims is a legitimate, publicly traded telehealth company with regulatory compliance infrastructure, Includes FDA disclaimer about compounded drugs not being approved, References clinical studies to support medication claims, Mentions licensed medical providers and telehealth consent • Key Weaknesses: No named medical author or reviewer on the page, No publication or last-reviewed date, No visible contact information on the page, Primarily a commercial sales page rather than an informational health resource, Expertise claims are institutional rather than attributed to specific credentialed individuals • Trust Evidence: The page includes an important disclaimer that compounded drug products are not FDA-approved. It acknowledges off-label use. However, there is no named author, no medical reviewer listed, no contact information visible on the page, no about page link in the content, and no clear date of publication or last review. The page is primarily a product sales page. • Expertise Evidence: The page mentions 'licensed medical providers in all 50 states' and references off-label prescribing practices and specific medications (sertraline, sildenafil, tadalafil, fluoxetine). However, no named medical authors, credentials, or specific clinical expertise is displayed. Medical claims are present but not attributed to identifiable experts. • Experience Evidence: No personal patient experiences or case studies are shared. The page references clinical studies (e.g., a study on 157 patients with PE and sildenafil) but does not demonstrate first-hand experience from identifiable practitioners or patients. The content is generic product/service marketing. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The site references licensed providers and telehealth infrastructure. However, this specific page lacks citations to authoritative medical bodies (e.g., AUA, FDA guidance beyond a disclaimer), and no named medical reviewers are present.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to prescription medications (sertraline, sildenafil, tadalafil, fluoxetine) for a medical condition (premature ejaculation). It involves prescription drug acquisition, medical decision-making, and health outcomes. This is unambiguously YMYL under the health/safety category. • Potential Harm: Users could make health decisions based on incomplete or misleading information. The page promotes off-label use of antidepressants (sertraline/fluoxetine) and PDE5 inhibitors without adequately disclosing risks, side effects, contraindications, or drug interactions. Compounded medications carry additional safety risks that are only briefly disclaimed. • Standards Required: Highest standards of E-E-A-T are required: named medical authors with credentials, medical review dates, comprehensive safety information including side effects and contraindications, clear disclosure of off-label use risks, and transparent business practices.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear presentation of available treatment options with pricing, FAQ section addresses common user questions, Structured data implementation (FAQPage, BreadcrumbList) aids search engines, Transparent disclosure that no FDA-approved PE treatment exists and medications are off-label, Clear process explanation (intake → provider → delivery) • Weaknesses: URL references sertraline specifically but page content does not substantively cover sertraline for PE, No H1 or H2 headings detected — poor content structure, No named medical author or reviewer, No publication or last-reviewed date, Insufficient medical information: no side effects, contraindications, or drug interaction information, Content is too short and superficial for a YMYL health topic, Primarily promotional rather than informational • Mc Description: The main content is a product/service landing page for Hims PE treatments. It lists available medications (Sex Rx + Climax Control, Sildenafil, Tadalafil, Clockstopper Wipes), explains the telehealth process (intake, provider consultation, delivery), includes a FAQ section, and promotes the Hims app. The URL references 'sertraline-for-pe' but the page content does not specifically focus on sertraline.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Licensed telehealth provider operating in all 50 US states • Subject to state medical board regulations and telehealth laws • Has faced regulatory scrutiny regarding compounded medication marketing

Trust Analysis

Transparency: Partial transparency — the company is identified (Hims & Hers Health, Inc.), legal disclaimers are present, and the telehealth model is explained. However, the page lacks transparency about individual medical providers, medication risks, and the specific content does not match the URL's sertraline focus. • Trust Factors: Legitimate publicly traded telehealth company, References licensed medical providers, Includes FDA disclaimer about compounded medications, Has telehealth consent and privacy policy links, Structured data and professional website infrastructure, References clinical studies with source citations • Distrust Factors: No named medical author or reviewer on the page, No contact information visible on the page, No publication or last-reviewed date, URL references sertraline but page doesn't substantively cover it — potential keyword targeting mismatch, No side effects or safety warnings for promoted medications, Commercial incentive to prescribe may conflict with patient-centered information, No about page link in page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'licensing': 'Licensed medical providers in all 50 US states', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Publicly traded, subject to SEC, FTC, and state medical board regulations'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_claims • incomplete_medical_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: URL-content mismatch (sertraline in URL but not substantively covered in content) could indicate keyword targeting, Multiple 'Get started' CTAs throughout the page

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive in purpose or design — it is clearly a commercial telehealth service page. However, there is informational deception through omission: the page promotes prescription medications without disclosing side effects, contraindications, or risks. The URL references sertraline specifically but the page does not provide meaningful sertraline-specific information, which could mislead users searching for sertraline PE information. Marketing claims like 'boost endurance' and 'last longer' for medications with complex mechanisms and significant side effect profiles constitute mild informational misleading.

Harm Analysis

Severity: medium • Harm Details: The page is misleading in that it promotes prescription medications for PE without adequately disclosing risks, side effects, or contraindications. The URL specifically references sertraline but the page does not provide meaningful information about sertraline. Marketing language ('last longer,' 'boost endurance') oversimplifies complex medical treatments. The absence of safety information could lead users to underestimate risks of prescription medications including antidepressants (sertraline, fluoxetine) which carry significant side effect profiles including sexual dysfunction, serotonin syndrome risk, and discontinuation syndrome.

Ads Analysis

Ad Placement: The page itself is essentially a commercial landing page for Hims products. The 'ads' present are the product listings and CTAs which are native to the page's commercial purpose. No third-party display advertising is evident from the content. • User Experience Impact: The commercial nature of the page is clear and the product listings/CTAs are integrated into the page design without obstructing content access. Multiple 'Get started' CTAs are present but not disruptive.

Recommendations

Critical Issues

• No named medical author or reviewer — critical failure for YMYL health content per Google's quality guidelines

• Complete absence of side effect and safety information for prescription medications being promoted, including antidepressants with significant risk profiles

• URL-content mismatch: page URL references sertraline-for-pe but page does not substantively address sertraline, suggesting keyword targeting without corresponding content quality

Improvements

• Add named medical author(s) with credentials and a medical review date to every page

• Include comprehensive safety information: side effects, contraindications, drug interactions, and warnings for each medication

• Create substantive sertraline-specific content to match the URL, or redirect to a more appropriate URL

• Add H1 and H2 heading structure for better content organization and SEO

• Include contact information prominently on the page

• Add links to clinical guidelines and authoritative sources (AUA, FDA) to support medical claims

• Provide more detailed information about the off-label nature of these treatments and what that means for patients

• Include patient testimonials with appropriate medical disclaimers or case studies reviewed by medical professionals

Strengths

• Legitimate, publicly traded telehealth company with real licensed medical providers

• Includes FDA disclaimer about compounded medications and off-label use acknowledgment

• Structured data implementation (FAQPage, BreadcrumbList) is technically sound

• Clear and transparent telehealth process explanation

• References clinical studies with source citations

234 https://hims.com/privacy-policy 72

Confidence: 0.82 **Should Rank** Analysed: 18 Jun 2026 05:35

Scores at a Glance

74	PQ Score	68	E-E-A-T Overall	55	Experience	70	Expertise
75	Authoritativeness	72	Trust	82	Content Effort	65	Originality
78	Skill	72	Accuracy	78	Reputation		

Page Quality

PQ Rating	high
PQ Score	74

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a legal privacy disclosure document informing users of Hims & Hers Health, Inc. about how their personal information is collected, used, disclosed, and protected. It also provides users with mechanisms to exercise their privacy rights. • Rating Justification: This is a comprehensive, detailed privacy policy from a legitimate, publicly traded telehealth company. It fulfills its purpose well by disclosing data practices transparently, including sensitive categories, third-party sharing, and user rights. The content is substantive (7,585 words), legally informed, and specific to the company's operations. It meets the standard expected for a high-quality legal/compliance document from an established business.

E-E-A-T

Overall	68
Experience	55
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: Detailed disclosure of data collection categories including sensitive health and biometric data, Explicit acknowledgment of selling sensitive personal data with opt-out information, Named third-party advertising partners with links to their privacy policies and opt-out mechanisms, Physical mailing address and dedicated privacy contact provided, Comprehensive HIPAA and state law compliance discussion • Key Weaknesses: No named author or legal counsel credited for the policy, Last updated date (March 26, 2026) appears to be a future date, raising questions about accuracy, No structured data markup to help search engines understand the document, Contact information is limited to privacy-specific channels; no general customer service contact on this page • Trust Evidence: The policy provides a physical mailing address, a dedicated privacy email (), and a named Privacy Officer. It discloses third-party advertising partners explicitly (Google, Facebook, Twitter/X), acknowledges selling sensitive personal data, and provides opt-out mechanisms. The 'Last updated' date is present. However, the date listed (March 26, 2026) appears to be a future date relative to typical analysis, which is a minor anomaly. • Expertise Evidence: The document demonstrates legal and regulatory expertise through detailed HIPAA analysis, COPPA references, California Privacy Rights sections, state law compliance, and nuanced distinctions between Protected Information and general personal data. The policy addresses biometric data, sensitive health data, and AI-related data use with specificity. • Experience Evidence: The policy is written from the perspective of a company with operational experience handling health data, HIPAA considerations, and telehealth services. It references real operational structures (Medical Groups, Providers, Labs, Pharmacies) and specific compliance frameworks, suggesting genuine operational experience. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with a known brand presence. The policy references specific regulatory frameworks (HIPAA, COPPA, CCPA), provides a physical address (2269 Chestnut Street, San Francisco, CA), and links to third-party privacy policies (Google, Facebook, Twitter), indicating an established, authoritative organization.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page governs the privacy practices of a telehealth company that collects highly sensitive health data, biometric information, sexual health information, government IDs, and financial data. The policies described directly affect users' health privacy, financial security, and personal safety. Misrepresentation or inadequacy in this policy could cause significant harm to users. • Potential Harm: Inadequate or misleading privacy disclosures could result in unauthorized sharing of sensitive health data (e.g., erectile dysfunction, sexual orientation, mental health), financial information, or biometric data, leading to discrimination, identity theft, or other serious harms. • Standards Required: Highest standards of accuracy, transparency, and legal compliance are required. The policy must accurately reflect actual data practices, comply with HIPAA, CCPA, and other applicable laws, and provide clear, actionable user rights and opt-out mechanisms.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major privacy policy topics required by modern privacy law, Explicit and transparent disclosure of sensitive data sales and advertising partner data sharing, Tabular format for data use purposes and third-party partners improves scannability, Specific contact mechanisms for privacy requests including physical address and email, Detailed treatment of HIPAA applicability and Protected Information distinctions, Disclosure of AI use in service delivery and data processing • Weaknesses: No H2 headings in the HTML structure despite the policy having clear sections, reducing navigability, Future 'Last updated' date (March 26, 2026) is a credibility concern, No images, diagrams, or visual aids to help users understand complex data flows, The policy is very long and dense, which may reduce actual user comprehension despite being comprehensive • Mc Description: The main content is a comprehensive privacy policy covering: introduction and scope, minor user protections, protected health information handling, data collection categories (direct, automatic, inferred, third-party), cookie and tracking technology use, data use purposes with categorized tables, third-party disclosure practices including advertising partners, user choice and control mechanisms, data retention, transaction handling, jurisdictional issues, California Privacy Rights, and contact information for privacy requests.

Trust & Reputation

Trust Level	high
Reputation Score	78
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company on NYSE (ticker: HIMS) • Physical address provided: 2269 Chestnut Street, #523, San Francisco, CA 94123 • Dedicated privacy email: • Named Privacy Officer role referenced • Links to established third-party privacy policies (Google, Facebook, Twitter/X)

Trust Analysis

Transparency: The policy demonstrates high transparency by explicitly disclosing the sale of sensitive personal data, naming specific advertising partners, providing opt-out mechanisms, and detailing the categories of sensitive information collected. The disclosure that health browsing data (e.g., viewing erectile dysfunction pages) may be shared with advertisers is notably candid. • Trust Factors: Publicly traded company with verifiable corporate identity, Physical mailing address and dedicated privacy contact provided, Explicit disclosure of sensitive data sales with opt-out information, Named third-party advertising partners with links to their policies, Detailed regulatory compliance discussion (HIPAA, COPPA, CCPA), About page exists on the website, No suspicious patterns detected in page structure • Distrust Factors: No named author or legal counsel credited, Future 'Last updated' date (March 26, 2026) raises questions about document accuracy, No structured data markup, Ads present on a privacy policy page, which is unusual and slightly incongruous, Contact information is privacy-specific only; no general customer service contact on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'address': '2269 Chestnut Street, #523, San Francisco, CA 94123', 'company': 'Hims & Hers Health, Inc.', 'websites': ['www.hims.com', 'www.forhers.com'], 'privacy_email': '', 'stock_exchange': 'NYSE: HIMS', 'privacy_officer': 'Named role referenced but individual not identified'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward privacy policy with no deceptive elements detected. The content is transparent about data collection and sharing practices, including sensitive disclosures about selling health-related browsing data to advertisers. The future 'Last updated' date is anomalous but more likely a drafting error than intentional deception.

Harm Analysis

Severity: none • Harm Details: The page itself is a privacy disclosure document and does not contain harmful content. The policy explicitly discloses practices that some users may find concerning (e.g., selling sensitive health data to advertisers), but these disclosures are transparent rather than deceptive. The policy provides opt-out mechanisms for such practices.

Ads Analysis

Ad Placement: Ads are reported as present on the page per the metadata, though their specific placement is not described in the content excerpt. The presence of ads on a privacy policy page is unusual and somewhat incongruous. • User Experience Impact: The presence of advertising on a privacy policy page is mildly inappropriate as it creates a conflict of interest (the policy discusses advertising data practices while the page itself serves ads). However, if ads are not obstructive, the functional impact on user experience is likely minimal. Users seeking to read the privacy policy can still access the content.

Recommendations

Critical Issues

• Future 'Last updated' date (March 26, 2026) is a significant credibility concern that should be investigated and corrected immediately

• Presence of advertising on a privacy policy page that explicitly discusses selling health data to advertisers creates a potential conflict of interest that may undermine user trust

Improvements

• Correct the 'Last updated' date if March 26, 2026 is erroneous, as a future date undermines document credibility

• Add proper H2 heading markup for all major sections to improve document structure and accessibility

• Implement structured data markup (e.g., schema.org) to help search engines understand the document type

• Consider removing or relocating ads from the privacy policy page to avoid the appearance of conflict of interest

• Add a named legal contact or privacy counsel to increase accountability and trust

• Consider adding a plain-language summary or TL;DR section to improve user comprehension of the dense legal text

• Add internal navigation links/anchor tags for the major sections given the document's length

Strengths

• Comprehensive and detailed coverage of all major privacy law requirements including HIPAA, COPPA, and CCPA

• Exceptional transparency about selling sensitive health data and naming specific advertising partners with opt-out links

• Specific customization to Hims & Hers' telehealth business model with clear distinctions between Protected Information and general personal data

• Provides multiple contact mechanisms for privacy requests including physical address, email, and named Privacy Officer role

• Detailed disclosure of AI use in service delivery and data processing, which is forward-looking and increasingly required

• Tabular format for data use purposes and third-party partners significantly improves readability of a complex document

235 https://hims.com/psychiatry 52

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:44

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	50	Content Effort	55	Originality
55	Skill	60	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page for Hims' online psychiatry service, aimed at converting visitors into customers by explaining the service process, listing available medications, and prompting users to start a free assessment. • Rating Justification: This is a commercial telehealth service landing page for online psychiatry from a known, legitimate company (Hims). It fulfills its transactional purpose of presenting services and driving conversions, includes appropriate safety disclaimers, and references licensed providers. However, as a YMYL health page, it falls short of high quality standards: no named medical experts, no clinical citations, minimal educational content, very limited FAQ, and the primary purpose is commercial rather than informational. It is not harmful or deceptive, but it lacks the depth and transparency expected for high-quality YMYL health content.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Established, publicly traded telehealth company with brand recognition, Includes crisis resource (Crisis Text Line 741-741) for users in distress, Medication listings include 'Important safety information' links, Transparent disclaimer about controlled substances not being available, Structured data implemented (FAQPage, BreadcrumbList), Outcome statistic includes detailed footnote with methodology • Key Weaknesses: No named medical authors, reviewers, or psychiatrists identified on the page, No visible contact information on this page, No About page link visible in the extracted content, Outcome statistic (75%) is self-reported and from 2021-2022, potentially outdated, Very limited FAQ content (only 2 questions), No clinical references or peer-reviewed citations supporting treatment claims, Page is primarily a commercial landing/product page with minimal educational depth • Trust Evidence: The page includes safety disclaimers (e.g., controlled substances not available, subscription required, restrictions apply), a crisis text line reference (741-741), and 'Important safety information' per medication. However, there is no visible contact information, no named authors or medical reviewers, no About page link, and no clear disclosure of provider licensing details on this specific page. • Expertise Evidence: The page lists clinically recognized medications (Sertraline, Escitalopram, Fluoxetine, Bupropion, etc.) with their brand-name equivalents, and includes 'Important safety information' links per medication. It mentions licensed providers and vetted professionals. However, no named medical experts, board certifications, or clinical editorial oversight is disclosed on this page. • Experience Evidence: The page references customer outcomes ('Over 75% of Hims customers who checked in with their provider reported improvements in their mental health symptoms') with a footnote citing a specific data collection period, suggesting real-world service experience. However, no individual provider profiles, credentials, or first-hand clinical experience narratives are present on this page. • Authoritativeness Evidence: Hims is a publicly known telehealth company (Hims & Hers Health, Inc., NYSE: HIMS) with established brand recognition in the online healthcare space. The domain hims.com is well-established. The page includes structured data (BreadcrumbList, FAQPage), indicating technical investment. However, no third-party endorsements, medical board affiliations, or citations to clinical literature are present.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves mental health treatment, prescription psychiatric medications (antidepressants, anxiolytics), and online medical consultations. Users seeking this content may be experiencing depression, anxiety, or other mental health conditions and are making decisions about medical treatment. This clearly falls within the health and safety YMYL category. • Potential Harm: Users could make decisions about psychiatric medication based on this page's content. Inadequate information, misleading claims, or lack of proper medical guidance could lead to delayed appropriate care, inappropriate self-diagnosis, or misplaced confidence in online-only treatment for conditions that may require in-person psychiatric evaluation. The page explicitly excludes treatment for PTSD, eating disorders, OCD, bipolar disorder, which is a positive safety measure. • Standards Required: Highest E-E-A-T standards required: named, credentialed medical professionals involved in content creation and service delivery, clear disclosure of provider qualifications, clinical accuracy, transparent limitations of service, emergency resources, and compliance with telehealth regulations.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear service process explanation (assessment, prescription, ongoing support), Transparent medication listing with brand-name equivalents, Pricing transparency (starting at $49/mo), Crisis resource prominently included (741-741), Clear disclosure of service limitations (no controlled substances, no PTSD/OCD/bipolar treatment), Links to related educational articles ('First Psychiatry Session: What to Expect', 'When To See a Psychiatrist') • Weaknesses: Extremely limited FAQ (only 2 questions) for a complex YMYL health topic, No information about provider qualifications or how providers are vetted, No clinical information about the medications listed beyond their names, The page title claims 'Psychiatrist-Approved' but page content does not substantiate this claim with named psychiatrists, No information about what happens if a user's condition is outside the platform's scope, No privacy/HIPAA information visible on this page, Outcome statistic methodology footnote reveals significant selection bias in the reported data • Mc Description: The main content is a commercial service landing page presenting Hims' online psychiatry offering. It includes a 3-step process overview, a medication catalog (8 generic antidepressants/anxiolytics), conditions treated, pricing information, a brief FAQ (2 questions), and links to related articles. The content is primarily promotional with minimal clinical depth.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant market presence • Has faced regulatory scrutiny (FTC, state medical boards) regarding telehealth practices in the industry generally • BBB and consumer review presence

Trust Analysis

Transparency: Partial transparency. The page discloses service limitations, pricing structure, and outcome data methodology. However, it lacks transparency about provider credentials, medical oversight structure, and does not provide easily accessible contact or about information on this specific page. • Trust Factors: Publicly traded company with regulatory accountability, Includes crisis text line resource (741-741) showing user safety awareness, Transparent about service limitations (no controlled substances, excluded conditions), Includes 'Important safety information' links for each medication, Structured data and professional technical implementation, Subscription and pricing transparency, Disclaimer about asynchronous visits not available in all states • Distrust Factors: No contact information visible on this page, No named medical authors or reviewers, No About page link in extracted content, Title claim 'Psychiatrist-Approved' not substantiated on page, Outcome statistic (75%) uses self-selected, self-reported data with significant methodological limitations, No provider credential disclosure, No HIPAA or privacy policy link visible in extracted content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Operates as a telehealth platform connecting patients with licensed healthcare providers; subject to state telehealth regulations'}
Reputation	neutral

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: minor • Deception Details: The page is a straightforward commercial landing page for a legitimate telehealth service. The 'Psychiatrist-Approved' claim in the title is a marketing assertion that is not fully substantiated on the page (providers are referred to generically as 'healthcare providers' and 'medical providers'), which could be considered mildly misleading but does not rise to the level of deception. The outcome statistic includes a detailed footnote disclosing its limitations. No hidden content, cloaking, or manipulative design patterns are evident.

Harm Analysis

Severity: low • Harm Details: The page does not contain content that is directly harmful. It includes appropriate safety disclaimers, crisis resources, and clearly states limitations of the service (no controlled substances, no treatment for certain conditions). The self-reported outcome statistic is disclosed with methodology caveats. The 'Psychiatrist-Approved' claim in the title is potentially misleading as the page does not substantiate this with named psychiatrists, but this is a minor marketing claim rather than a dangerous misrepresentation. The page appropriately directs users to crisis resources.

Ads Analysis

Ad Placement: The page is flagged as having ads, but given this is a commercial service page (hims.com selling its own psychiatry service), the 'ads' are likely internal promotional content for Hims' own products and services rather than third-party advertising. The medication listings with 'Start your visit' CTAs function as product advertisements for the platform's own offerings. • User Experience Impact: The commercial nature of the page is clear and expected for a telehealth company's service page. The promotional content does not appear to obstruct access to the main content or safety information.

Recommendations

Critical Issues

• YMYL health page lacks named medical experts and credential disclosure, which is a significant E-E-A-T deficiency for psychiatric medication content

• The 'Psychiatrist-Approved' claim in the page title is not substantiated within the page content, creating a potential trust and accuracy issue

Improvements

• Add named, credentialed medical reviewers or psychiatrists to the page with their qualifications clearly displayed

• Expand the FAQ section significantly to address common patient concerns about online psychiatry, medication safety, and service limitations

• Include visible contact information (phone, email, or chat) on the page for user support

• Add a link to an About page or provider network page explaining how providers are vetted and their qualifications

• Substantiate the 'Psychiatrist-Approved' title claim by naming the psychiatrists involved in protocol development

• Add clinical references or links to peer-reviewed research supporting the medications listed

• Include HIPAA compliance and privacy policy information prominently

• Update the outcome statistic with more recent data and consider commissioning a more rigorous study

• Add information about what happens when a patient's condition is outside the platform's scope (referral process)

• Include state availability information more prominently

Strengths

• Legitimate, publicly traded telehealth company with established brand reputation

• Appropriate safety disclaimers and service limitation disclosures (no controlled substances, excluded conditions clearly stated)

• Crisis resource (741-741) prominently included showing user safety prioritization

• Transparent pricing structure and subscription model disclosure

• Professional technical implementation with structured data, responsive design, and clear UX

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https://hims.com/psychiatry/bupropion

N/A

Confidence: –

Needs Work

Analysed: 18 Jun 2026 05:47

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

237 https://hims.com/psychiatry/buspirone 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:48

Scores at a Glance

58	PQ Score	58	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	62	Trust	62	Content Effort	58	Originality
65	Skill	70	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to inform potential customers about buspirone, explain how it works, describe side effects and contraindications, and encourage users to start a consultation through the Hims telehealth platform. • Rating Justification: The page is a product/service landing page for a prescription medication (buspirone) offered through a telehealth platform. It provides medically reviewed content, safety information, and a FAQ section with reasonably accurate clinical information. However, it is primarily a commercial page designed to convert visitors into customers, lacks deep clinical depth, has no external citations, and the medical reviewer's credentials are not fully substantiated on-page. For a YMYL health topic, this falls short of the highest standards but is not low quality due to the presence of safety disclosures and professional review attribution.

E-E-A-T

Overall	58
Experience	45
Expertise	60
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Medical reviewer credited by name and credentials (MSN, APRN, FNP-BC), Includes safety warnings, contraindications, and emergency resources, Transparent about prescription requirement and platform limitations, Structured data and breadcrumbs indicate organized, legitimate site • Key Weaknesses: No linked or detailed biography for the medical reviewer, No external citations or references to clinical studies, Customer testimonials include disclaimer that products were given free, No visible contact information or About page on this specific page, Statistical claim (75% feel better) is based on self-reported data from a narrow, dated window (2021-2022) • Trust Evidence: The page includes important safety information, crisis resources (741-741 text line, 911), and clearly states controlled substances are not available. It discloses that medication is only available if prescribed after consultation. However, there is no visible contact information, no detailed About page link, and the medical reviewer's credentials are not linked or elaborated upon. • Expertise Evidence: The page states it was 'medically reviewed by Sylvia Valadez, MSN, APRN, FNP-BC,' which provides some professional credential signal. The FAQ section contains clinically accurate information about buspirone's mechanism of action, contraindications, drug interactions, and side effects. However, no detailed author bio or link to reviewer credentials is provided. • Experience Evidence: The page includes verified customer reviews (Kyle, Sam, Nick, Jeff, Justin) sharing first-hand experiences with the Hims platform. However, a disclaimer notes customers were given free product and results are not independently verified, limiting the credibility of these testimonials as genuine experience signals. • Authoritativeness Evidence: Hims is a publicly known telehealth company with established brand recognition. The page references FDA approval, NIH explanations, and uses correct medical terminology. The breadcrumb and structured data indicate an organized, established website. However, the page lacks citations to peer-reviewed sources or external medical authorities.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns a prescription psychiatric medication (buspirone) used to treat anxiety disorders. It provides medical information about dosing, side effects, contraindications, drug interactions, and facilitates access to prescription medication through an online consultation. This is clearly YMYL as it could directly impact a user's physical and mental health decisions. • Potential Harm: Users could make uninformed decisions about starting, stopping, or combining psychiatric medications based on incomplete information. The page could also attract vulnerable individuals with anxiety or depression who may not receive adequate in-person evaluation. Inaccurate or incomplete medical information could lead to adverse drug interactions or delayed appropriate care. • Standards Required: Highest standards of E-E-A-T are required: clear authorship with verifiable credentials, citations to clinical evidence, comprehensive safety information, transparent business practices, and clear pathways to emergency care. The page partially meets these standards but falls short of the highest bar.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: FAQ section covers clinically relevant questions with reasonably accurate answers, Clear distinction between common and rare (serious) side effects including serotonin syndrome warning, Includes emergency mental health resources (Crisis Text Line, 911), Transparent about prescription requirement and platform limitations (no controlled substances), Medical reviewer credited by name and credentials • Weaknesses: Page title and meta description include 'Depression' which overstates buspirone's approved indications, No citations to clinical studies or authoritative medical sources, Content is primarily conversion-focused rather than purely informational, Medical reviewer credentials not linked or elaborated upon, Statistical claims are based on limited, self-reported, dated data • Mc Description: The main content consists of a product landing page for buspirone HCl offered through the Hims telehealth platform. It includes an overview of the medication, mechanism of action, side effects (common and rare), dosing instructions, customer testimonials, a detailed FAQ section, and safety/emergency resources. The content is commercially oriented but includes substantive medical information.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with established brand recognition in the telehealth space'} • {'source': 'The company has been covered by major media outlets including Forbes, TechCrunch, and health publications'} • {'source': 'Hims operates as a licensed telehealth platform subject to state medical board regulations and FDA oversight for prescription services'} • {'source': 'The platform has a large customer base with verified reviews on third-party platforms'}

Trust Analysis

Transparency: Moderate transparency. The page discloses the prescription requirement, platform limitations, and includes a medical reviewer credit. However, it lacks direct contact information, detailed reviewer credentials, and external citations that would be expected for a YMYL health page at the highest trust level. • Trust Factors: Publicly traded company with regulatory oversight, Medical reviewer credited with professional credentials (MSN, APRN, FNP-BC), Transparent about prescription-only access and platform limitations, Includes safety information and emergency mental health resources, Structured data and professional website design indicate legitimate operation, Disclaimer on customer testimonials shows transparency • Distrust Factors: No contact information visible on this page, No About page link visible on this page, Medical reviewer credentials not linked or verifiable from this page, No external citations to clinical evidence, Commercial intent may bias information presentation, Misleading inclusion of 'Depression' in title for a medication not FDA-approved for depression

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'platform_type': 'Licensed telehealth platform', 'medical_reviewer': 'Sylvia Valadez, MSN, APRN, FNP-BC', 'regulatory_status': 'Publicly traded telehealth company (NYSE: HIMS)'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and brand-specific, No keyword stuffing or manipulative patterns observed

Deception Analysis

Severity: minor • Deception Details: The page contains a minor informational deception: the title and meta description claim buspirone treats 'Depression' when it is FDA-approved only for anxiety (GAD). This could mislead users seeking depression treatment. The page is not deceptive in its overall purpose (it clearly presents itself as a telehealth service for buspirone) or design (no dark patterns detected). The commercial intent is transparent.

Harm Analysis

Severity: low • Harm Details: The page title and meta description claim buspirone treats both 'Anxiety & Depression,' but buspirone is FDA-approved only for generalized anxiety disorder (GAD). Its use for depression is off-label and not well-established as a primary treatment. This could mislead users seeking depression treatment into believing buspirone is an approved or standard treatment for depression. Additionally, the simplified claim 'Buspirone is safe for daily use' without qualification could be misleading for users with contraindications.

Ads Analysis

Ad Placement: The page is itself a commercial product page (landing page for buspirone through Hims), which functions as promotional content. The 'Has Ads: True' flag likely refers to the commercial CTAs ('Get started,' 'Start a free assessment') integrated throughout the page rather than third-party display advertising. • User Experience Impact: The commercial CTAs are integrated into the content flow and do not appear to obstruct access to the medical information. The page maintains a balance between promotional content and informational content, though the commercial intent is dominant.

Recommendations

Critical Issues

• Misleading title and meta description claiming buspirone treats 'Depression' when it is FDA-approved only for generalized anxiety disorder (GAD) — this is a YMYL accuracy issue that could mislead vulnerable users

• No external citations to clinical evidence for a prescription psychiatric medication page — fails to meet highest YMYL standards for health content

Improvements

• Remove or qualify 'Depression' from the page title and meta description, or add clear language that buspirone's use for depression is off-label and not FDA-approved for that indication

• Add a linked, detailed biography page for the medical reviewer (Sylvia Valadez) with verifiable credentials and professional background

• Include citations to peer-reviewed clinical studies or authoritative sources (NIH, FDA prescribing information) to support medical claims

• Add visible contact information (phone, email, or chat) to the page to improve trust signals

• Update the 75% improvement statistic with more recent data or remove it, as the current data is from 2021-2022 and based on a narrow self-reported cohort

• Qualify the statement 'Buspirone is safe for daily use' with appropriate caveats about contraindications

Strengths

• Credited medical reviewer with professional credentials (MSN, APRN, FNP-BC) provides baseline E-E-A-T signal

• Comprehensive safety information including contraindications, drug interactions, and serious side effect warnings (serotonin syndrome)

• Inclusion of crisis resources (741-741 Crisis Text Line, 911) demonstrates responsibility toward vulnerable users

• Transparent disclosure that medication requires prescription and that controlled substances are not available through the platform

• Established, publicly traded company (NYSE: HIMS) with regulatory oversight provides institutional trust

238 https://hims.com/psychiatry/citalopram N/A

Confidence: – Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

N/A PQ Score	N/A E-E-A-T Overall	N/A Experience	N/A Expertise
N/A Authoritativeness	N/A Trust	N/A Content Effort	N/A Originality
N/A Skill	N/A Accuracy	N/A Reputation	

Page Quality

PQ Rating	–
PQ Score	–

E-E-A-T

Overall	–
Experience	–
Expertise	–
Authoritativeness	–
Trust	–

YMYL

Is YMYL	No
Category	–
Risk Level	–

Main Content

MC Quality	–
Purpose Clear	–
Satisfying	–
Title Quality	–
Length Adequate	–

Trust & Reputation

Trust Level	–
Reputation Score	–
Has Contact Info	–

Has Author Info	–
Has About Info	–
Reputation Sources	–

Creator

Creator Identified	–
Creator Type	–
Credentials	–
Reputation	–

Quality Flags

Is Spam	No
Spam Type	–
Copied Content	No
AI Generated	–
Adequate Effort	–
Has Originality	–
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

Recommendations

239 https://hims.com/psychiatry/duloxetine 52

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:50

Scores at a Glance

52	PQ Score	54	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	55	Trust	55	Content Effort	50	Originality
55	Skill	65	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product/service landing page for purchasing duloxetine (generic Cymbalta) through the Hims telehealth platform, providing basic drug information and a pathway to online consultation. • Rating Justification: This is a YMYL page (prescription medication for mental health) from a legitimate, regulated telehealth company. It has a medical reviewer credited, accurate basic drug information, and appropriate safety warnings. However, it falls short of high quality due to: lack of detailed author/reviewer credentials, no external citations, superficial medical content, marketing-heavy framing, and customer testimonials with free-product disclaimers. The page serves its commercial purpose but does not meet the higher E-E-A-T standards required for YMYL health content.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Medical reviewer credited (Sylvia Valadez, MSN, APRN, FNP-BC), Hims is a publicly traded, regulated telehealth company, Includes crisis resources (741-741, 911), Structured data (Product schema) implemented correctly, Transparent about platform limitations (no controlled substances, no nerve pain treatment), FDA approval and drug class information provided accurately • Key Weaknesses: No author bio or link to medical reviewer's credentials, No contact information visible on the page, No About page link, Customer testimonials include disclaimer that products were given for free, No citations to peer-reviewed studies despite referencing clinical data, Statistical claim (75% feel better) based on self-reported data from 2021-2022 with narrow eligibility criteria, No disclosure of state availability or prescribing limitations • Trust Evidence: The page includes important safety information, crisis text line (741-741) and 911 references, and a medical reviewer attribution. However, there is no visible contact information, no About page link, no author bio page, no disclosure of prescribing limitations by state, and customer reviews include a disclaimer that customers received free product. • Expertise Evidence: The page mentions a medical reviewer: 'Sylvia Valadez, MSN, APRN, FNP-BC' but provides no author bio, credentials detail, or link to her profile. Basic pharmacological information about duloxetine (SNRI mechanism, FDA approval, indications) is accurate but superficial. No citations to clinical studies beyond vague references. • Experience Evidence: The page includes customer testimonials (Kyle, Sam, Nick, Jeff, Justin) describing their experience with the Hims platform, but these are marketing testimonials with a disclaimer that customers were given free product and results not independently verified. No first-hand clinical experience is demonstrated by the content creators. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in the DTC healthcare space. The page has structured data, breadcrumbs, and references to FDA approval. However, the page lacks external citations, references to peer-reviewed literature, or links to authoritative medical sources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly facilitates the purchase and prescription of duloxetine, an SNRI antidepressant medication used to treat major depressive disorder and generalized anxiety disorder. It provides medical information about a prescription drug and encourages users to initiate a medical consultation. This is unambiguously YMYL as it involves prescription medication, mental health treatment, and could directly impact a user's physical and mental health. • Potential Harm: Inaccurate or incomplete medical information could lead users to self-diagnose, delay appropriate care, or misuse medication. The page's marketing framing could minimize risks or side effects. Incomplete drug interaction information or contraindication warnings could lead to harm. The statistical claim about 75% improvement is based on limited self-reported data and could create unrealistic expectations. • Standards Required: Highest E-E-A-T standards required. Content should be written or reviewed by licensed medical professionals with verifiable credentials, include comprehensive safety information, cite peer-reviewed sources, and clearly disclose the commercial nature of the content. Regulatory compliance with FTC and FDA guidelines for prescription drug advertising is also required.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear explanation of what duloxetine is and how it works, FAQ section addresses common user questions, Includes important safety information and crisis resources, Transparent about platform limitations (no controlled substances, no nerve pain treatment), Medical reviewer credited, Structured data properly implemented • Weaknesses: Content is too brief and superficial for a YMYL prescription medication page, Missing common side effects (nausea, sexual dysfunction, dizziness) which are very prevalent, No mention of discontinuation syndrome - a critical safety concern, No discussion of dosing information, No external citations or links to authoritative medical sources, Heavy marketing framing undermines medical credibility, Customer testimonials with free-product disclaimer reduce trustworthiness, Statistical claim about 75% improvement is based on limited, self-reported data, No H2 headings for content organization, No information about what happens if the medication doesn't work • Mc Description: The main content is a product landing page for duloxetine (generic Cymbalta) offered through Hims's telehealth platform. It includes a brief drug description, mechanism of action, FDA-approved uses, a FAQ section, customer testimonials, safety information, and calls-to-action to start a consultation.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a licensed telehealth platform operating under state medical board regulations and pharmacy regulations'} • {'source': 'The company has received significant press coverage from major outlets including Forbes, WSJ, and TechCrunch'} • {'source': 'Hims has faced FTC scrutiny and regulatory attention regarding advertising claims, which is a negative reputation signal'} • {'source': 'Medical reviewer Sylvia Valadez, MSN, APRN, FNP-BC is a credentialed healthcare professional'}

Trust Analysis

Transparency: Partial transparency - the company is publicly traded and the platform requires medical consultation, but the page lacks key transparency elements expected for YMYL health content including author credentials, contact information, and citation of sources. The free-product disclaimer on testimonials is a positive transparency signal but also raises questions about review authenticity. • Trust Factors: Publicly traded company with regulatory oversight, Licensed telehealth platform with state-level medical licensing, Medical reviewer credited with professional credentials, Includes crisis resources (741-741, 911), Transparent about platform limitations, Structured data and breadcrumbs indicate professional web development, Requires actual medical consultation before prescribing, Free product disclaimer on testimonials shows some transparency • Distrust Factors: No visible contact information on the page, No author bio or link to medical reviewer's profile, No About page link visible, Customer testimonials include disclaimer that products were given for free, Heavy commercial framing on a YMYL health topic, No external citations to support medical claims, Statistical claims based on limited, self-reported data presented without adequate context, Missing significant safety information (discontinuation syndrome, common side effects), No disclosure of state availability limitations

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'medical_reviewer': 'Sylvia Valadez, MSN, APRN, FNP-BC', 'regulatory_status': 'Licensed telehealth platform'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_statistics • incomplete_safety_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original, purpose-built for the Hims platform, No keyword stuffing or manipulative SEO patterns detected, Page serves a legitimate commercial purpose with real services

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive in purpose or design. However, there are minor informational deception concerns: (1) The '75% feel better' statistic is presented prominently without adequate context about the narrow eligibility criteria and self-reported nature of the data. (2) The side effects section is incomplete, potentially giving users a false sense of the medication's safety profile. (3) The marketing framing may create an impression that starting antidepressant medication is simpler and lower-risk than it actually is. These are minor concerns rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful but contains potentially misleading elements: (1) The '75% feel better' statistic is based on narrow self-reported data from 2021-2022 with specific eligibility criteria, presented in a way that could create unrealistic expectations. (2) The side effects section omits very common side effects like nausea, sexual dysfunction, and dizziness that affect a significant percentage of users. (3) The absence of information about discontinuation syndrome (which can be severe with duloxetine) is a notable safety omission. (4) The marketing framing may minimize the seriousness of starting antidepressant medication.

Ads Analysis

Ad Placement: The page itself is a commercial product page (the 'ad' is the page itself promoting Hims's duloxetine service). The page is flagged as having ads, which likely refers to the commercial nature of the content and potentially tracking/retargeting scripts. There are no third-party display ads visible in the content. • User Experience Impact: The commercial nature of the page is clear and expected for a telehealth company's product page. The calls-to-action are prominent but not obstructive to accessing the informational content. The page maintains a reasonable balance between commercial and informational content.

Recommendations

Critical Issues

• Missing critical safety information: duloxetine discontinuation syndrome is a well-documented, potentially severe issue that is completely absent from the page - this is a significant YMYL safety concern

• The '75% feel better' statistic is based on narrow self-reported data (2021-2022, specific eligibility criteria) but is presented as a general efficacy claim without adequate context, which could mislead users about expected outcomes

• No contact information visible on the page, which is a basic trust signal required for YMYL health content per Google's quality rater guidelines

Improvements

• Add a detailed author/medical reviewer bio page with credentials, licensing information, and professional background for Sylvia Valadez, MSN, APRN, FNP-BC

• Add comprehensive side effects section including very common side effects (nausea, sexual dysfunction, dizziness, insomnia) that are currently omitted

• Add information about duloxetine discontinuation syndrome, which is a significant clinical concern

• Include citations to peer-reviewed clinical studies for all medical claims, including the efficacy data referenced in FAQs

• Add visible contact information (phone, email, address) to the page or clearly link to a contact page

• Provide more context for the '75% feel better' statistic, including sample size, methodology, and comparison to placebo

• Add a clear About page link and company information

• Include dosing information and what to expect during titration

• Add information about state availability and any prescribing limitations

• Include the FDA black box warning about suicidal thoughts in young adults more prominently

Strengths

• Hims is a legitimate, publicly traded telehealth company with regulatory oversight, providing a baseline of institutional trustworthiness

• Medical reviewer is credited with professional credentials (MSN, APRN, FNP-BC), demonstrating some commitment to medical accuracy

• The page is transparent about platform limitations (no controlled substances, no nerve pain treatment) which demonstrates honest representation of services

• Crisis resources (741-741 Crisis Text Line, 911) are included, showing appropriate concern for user safety in a mental health context

• Structured data is properly implemented and the page has clear navigation/breadcrumbs

240 https://hims.com/psychiatry/escitalopram 52

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:36

Scores at a Glance

52	PQ Score	57	E-E-A-T Overall	45	Experience	60	Expertise
65	Authoritativeness	60	Trust	58	Content Effort	55	Originality
60	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves to inform potential customers about escitalopram (generic Lexapro) and convert them into Hims telehealth subscribers who can receive an online consultation and, if appropriate, a prescription. It partially fulfills an informational role about the medication while primarily serving a commercial function. • Rating Justification: The page is a commercial product/service landing page for a prescription medication (escitalopram) offered through a telehealth platform. It provides factually accurate and reasonably comprehensive drug information (uses, mechanism, interactions, side effects, dosing, contraindications, FAQ). A medical reviewer is credited. However, the primary purpose is commercial conversion rather than purely informational, the reviewer's credentials are not linked or expanded upon, contact and about information are absent from the page, and the content depth is moderate (2443 words, much of which is CSS/code). For a YMYL health topic, these gaps prevent a High or High+ rating. The page meets basic quality standards but falls short of the highest quality expected for prescription medication content.

E-E-A-T

Overall	57
Experience	45
Expertise	60
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Medical reviewer credited with name and credentials, Accurate clinical information about escitalopram including interactions, side effects, and contraindications, Crisis resources (741-741, 911) included for user safety, Structured data and breadcrumbs present, Disclaimers about prescription requirements and platform limitations clearly stated, Hims is a known, regulated telehealth entity • Key Weaknesses: No dedicated author bio page or link to reviewer credentials, No contact information visible on the page, No about page linked from this page, Strong commercial intent creates conflict of interest for YMYL health content, Customer outcome statistic (75%) is self-reported and from 2021-2022, potentially outdated and not independently verified, Missing H2 heading structure reduces content organization signals • Trust Evidence: The page includes a medical reviewer credit (Sylvia Valadez, MSN, APRN, FNP-BC), crisis resource information (741-741 text line, 911), important safety information section, and disclaimers about prescription requirements. However, no contact info, about page, or detailed author bio is surfaced. The primary purpose is commercial (selling a subscription service), which creates a conflict of interest on a YMYL health topic. • Expertise Evidence: The page is noted as 'medically reviewed by Sylvia Valadez, MSN, APRN, FNP-BC,' which provides some credential signal. Clinical information about escitalopram (mechanism, dosing, interactions, side effects) is generally accurate and consistent with FDA labeling. However, no author bio, credentials detail, or link to reviewer profile is visible in the extracted content. • Experience Evidence: The page references customer outcome data ('Over 75% of Hims customers who checked in with their provider reported improvements') with a footnote disclosing methodology and date range, suggesting some real-world experience. However, no patient testimonials or first-person accounts are present on this page. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company with significant brand recognition in the US. The platform employs licensed healthcare providers and operates under regulatory oversight. The page references FDA approval and uses appropriate medical terminology. Breadcrumb and structured data are present.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns a prescription psychiatric medication (escitalopram/Lexapro) used to treat major depressive disorder and generalized anxiety disorder. It provides medical information about drug interactions, side effects, contraindications, dosing, and facilitates access to prescription medication through an online consultation. Incorrect or misleading information could directly harm users' physical or mental health. • Potential Harm: Users with depression or anxiety may make treatment decisions based on this content. Inaccurate drug interaction information, missed contraindications, or overconfident efficacy claims could lead to serious adverse health outcomes. The commercial incentive to convert users to subscribers could bias the presentation of information. • Standards Required: Highest standards of medical accuracy, clear and verifiable credentials for all medical reviewers, transparent disclosure of commercial relationships, comprehensive safety information, and clear guidance to consult healthcare professionals. Content should be regularly reviewed and updated by qualified medical professionals.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive FAQ covering clinically relevant questions users would have about escitalopram, Clear pricing transparency ($49/mo starting price), Accurate core pharmacological information, Crisis resources prominently included, Clear disclosure that controlled substances are not available through the platform, Medical reviewer credited, Contraindications and side effects (including serious ones) clearly listed • Weaknesses: No H2 headings detected, reducing content structure and scannability, Casual/marketing tone ('Nice, right?') inappropriate for serious psychiatric medication content, Missing FDA black box warning context for suicidality in young adults, The 75% improvement claim is potentially misleading without clearer context, No links to external authoritative sources (FDA, clinical studies) to support claims, Medical reviewer credit lacks a link to credentials or bio • Mc Description: The main content is a commercial product landing page for escitalopram (generic Lexapro) offered through Hims' telehealth psychiatry service. It includes: a hero section with pricing ($49/mo starting price) and CTA; drug information sections covering what escitalopram is, its uses, mechanism of action, and drug interactions; a process explanation (consultation → prescription → delivery → ongoing support); customer outcome statistics; a comprehensive FAQ covering dosing, administration, candidacy, contraindications, side effects, drug interactions, and off-label use; safety resources; and links to related content.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Regulated telehealth platform operating under state medical board oversight • Has received media coverage from major outlets • Has faced regulatory scrutiny (FTC, state regulators) regarding advertising claims in the past

Trust Analysis

Transparency: Partial. The page discloses the commercial nature of the service, prescription requirements, platform limitations, and includes a medical reviewer credit. However, it lacks contact information, detailed reviewer credentials, and does not prominently display all required safety warnings for this medication class. • Trust Factors: Medical reviewer credited with name and professional credentials (MSN, APRN, FNP-BC), Publicly traded, regulated telehealth company with established brand, Crisis resources (741-741, 911) included, Clear disclaimers about prescription requirements, Transparent about platform limitations (no controlled substances, no bipolar disorder treatment), Structured data and breadcrumbs present, Privacy policy and terms linked in footer, FDA approval status correctly stated • Distrust Factors: No contact information visible on this page, No about page linked from this page, No link to medical reviewer's credentials or bio, Strong commercial intent (subscription service) creates conflict of interest for health information, Self-reported outcome statistics presented prominently without independent verification, Missing FDA black box warning for suicidality, Minor factual inconsistency (citalopram vs escitalopram in mechanism section)

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'platform_type': 'Licensed telehealth platform with licensed healthcare providers', 'medical_reviewer': 'Sylvia Valadez, MSN, APRN, FNP-BC', 'regulatory_status': 'Publicly traded telehealth company (NYSE: HIMS)'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_statistics • incomplete_safety_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is purpose-built for the Hims platform and product, No keyword stuffing or manipulative SEO patterns detected in visible content

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in purpose or design — it clearly presents itself as a commercial telehealth service offering access to escitalopram. However, there is minor informational deception through the prominent presentation of the '75% feel better' statistic without adequate context in the headline (the fine print disclosure is present but not prominent), and the minor error referencing 'citalopram' instead of 'escitalopram' in the mechanism section. These are low-severity issues rather than intentional deception.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful but contains elements that could mislead users. The '75% feel better' statistic is self-reported, applies to all antidepressants on the platform (not specifically escitalopram), covers a specific enrollment window from 2021-2022, and is disclosed in fine print — but the prominent headline presentation could create unrealistic expectations. The absence of the FDA black box warning about increased suicidal ideation in children, adolescents, and young adults (up to age 24) is a notable safety information gap for a page selling access to this medication. The minor error referencing 'citalopram' instead of 'escitalopram' in the mechanism section could cause minor confusion.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but based on the content structure, these appear to be the platform's own promotional CTAs and conversion elements (e.g., 'Start a free assessment,' 'Get started' buttons) rather than third-party display advertising. The commercial CTAs are integrated into the page design. • User Experience Impact: The commercial CTAs are frequent but integrated into the page flow and do not appear to obstruct access to the medical information content. The page structure allows users to access drug information without being blocked by advertising.

Recommendations

Critical Issues

• Missing FDA black box warning for suicidality risk — this is a regulatory requirement for antidepressant promotion and a significant safety information gap

• No contact information on a YMYL health page selling access to prescription psychiatric medication — users need a clear way to reach medical support

Improvements

• Add a dedicated, linked bio page for medical reviewer Sylvia Valadez with full credentials, experience, and conflict of interest disclosures

• Include the FDA black box warning about increased suicidal ideation risk in children, adolescents, and young adults (up to age 24) as required for antidepressant marketing

• Correct the mechanism section error ('citalopram' should be 'escitalopram') and add more precise scientific language

• Add visible contact information (phone, email, or chat) for the Hims medical team on this page

• Reframe the '75% feel better' statistic with clearer context in the headline (not just fine print) — specify it applies to all antidepressants, is self-reported, and covers a specific historical period

• Add H2 heading structure to improve content organization and accessibility

• Include links to authoritative external sources (FDA drug label, clinical trial data) to support medical claims

• Add an explicit disclosure of the commercial relationship between the content and the service being sold

• Update the customer outcome data (currently from 2021-2022) with more recent figures or remove the specific statistic

Strengths

• Comprehensive FAQ section covering clinically relevant questions about escitalopram with accurate information

• Medical reviewer credited with professional credentials (MSN, APRN, FNP-BC)

• Crisis resources (741-741 text line, 911) prominently included for user safety

• Clear and transparent disclosure of platform limitations (no controlled substances, no bipolar disorder treatment)

• Accurate core pharmacological information including drug interactions and contraindications

• Transparent pricing ($49/mo starting price) and service model description

• Structured data markup and proper breadcrumb navigation

241 https://hims.com/psychiatry/fluoxetine 52

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:50

Scores at a Glance

48	PQ Score	54	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	55	Trust	55	Content Effort	50	Originality
55	Skill	65	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to convert visitors into Hims psychiatry subscribers by presenting fluoxetine as an accessible, affordable online prescription option. It provides enough information to satisfy basic informational queries while funneling users toward a consultation/purchase. • Rating Justification: This is a YMYL health page for a prescription psychiatric medication sold via a telehealth platform. The page meets basic quality standards: it has a medical reviewer, discloses safety information, includes crisis resources, and accurately describes the medication at a high level. However, it falls short of high quality for YMYL because it lacks detailed author credentials, external citations, comprehensive safety information (the 'important safety information' section is referenced but not fully visible in the excerpt), and the content is primarily commercial rather than genuinely informative. The page is a product landing page, not a comprehensive medical resource, which limits its quality ceiling for YMYL purposes.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Medical reviewer attribution (Sylvia Valadez, MSN, APRN, FNP-BC) is present, Crisis resources (741-741, 911) are included for user safety, Structured data and breadcrumbs implemented correctly, Drug interaction information and contraindications are disclosed, Clear disclosure that prescriptions require provider consultation, Hims is a publicly known, regulated telehealth company • Key Weaknesses: No detailed author/reviewer bio or credentials page linked, No contact information visible on the page, No external citations or references to clinical studies, Testimonials were given to customers who received free product, Statistical claim (75% improvement) is based on self-reported data from 2021-2022 with significant selection bias, No about page linked from this page, Commercial intent dominates over informational depth • Trust Evidence: The page discloses that prescriptions require online consultation with a licensed provider, mentions crisis resources (741-741, 911), and notes important safety information. However, there is no visible contact information, no detailed about page linked, no author bio page, and the medical reviewer attribution is minimal. The commercial nature of the page (selling a prescription medication subscription) creates inherent conflicts of interest. • Expertise Evidence: The page mentions a medical reviewer (Sylvia Valadez, MSN, APRN, FNP-BC) but provides no author bio, credentials detail, or link to her profile. The content covers FDA approval, SSRI mechanism, drug interactions, and contraindications at a basic level. The FAQ section contains medically accurate information but lacks depth, citations, or references to clinical literature. • Experience Evidence: The page includes customer testimonials (Kyle, Sam, Nick, Jeff, Justin) describing their experience with the Hims platform, and cites a statistic that over 75% of customers reported improvements. However, these are promotional testimonials, not independent experience signals. The page notes customers were given free product, which undermines testimonial credibility. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with significant brand recognition in the DTC healthcare space. The site uses structured data, breadcrumbs, and has a professional design. However, the page itself lacks external citations, references to medical guidelines, or links to authoritative health organizations like the FDA or NIH.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly involves a prescription psychiatric medication (fluoxetine/Prozac) used to treat major depressive disorder, OCD, bulimia nervosa, and panic disorder. It facilitates the purchase and prescription of a controlled-adjacent medication online. Decisions made based on this page could directly affect a user's mental and physical health. • Potential Harm: Users with serious mental health conditions (depression, OCD, panic disorder) may make treatment decisions based on this page. Inadequate safety information, missing contraindications, or misleading efficacy claims could lead to inappropriate self-selection for medication, delayed proper care, dangerous drug interactions, or discontinuation syndrome if users stop abruptly without guidance. • Standards Required: Highest E-E-A-T standards apply. The page requires clearly identified, credentialed medical authors/reviewers with verifiable expertise, comprehensive and accurate safety information, transparent disclosure of limitations, external citations to clinical evidence, and clear pathways to emergency care. Commercial intent must not override patient safety information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear explanation of what fluoxetine is and how it works, FDA-approved uses are accurately listed, Drug interaction list is reasonably comprehensive, Crisis resources (741-741, 911) are prominently included, Process for obtaining medication is clearly explained, Contraindications (ADHD, schizophrenia, bipolar disorder) are noted • Weaknesses: 2,338 words is insufficient for a comprehensive YMYL medication page, No H2 headings to organize content (poor structure for a medical page), Safety information appears to be collapsed/hidden rather than prominently displayed, No information about common side effects in the main visible content, No dosage information beyond 'once a day', No information about how long treatment typically takes to show effects, No links to external authoritative sources (FDA, NIH, clinical studies), The page is primarily a sales funnel, not a comprehensive medical resource • Mc Description: The main content is a product landing page for fluoxetine (generic Prozac) offered through Hims's online psychiatry platform. It includes a product description, mechanism of action, FDA-approved uses, how-to-get-started process, customer testimonials, FAQ section, drug interactions, contraindications, and safety resources. The content is organized around converting visitors to subscribers rather than comprehensively educating them about the medication.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) subject to SEC reporting requirements and regulatory oversight'} • {'source': 'Hims operates as a licensed telehealth platform regulated by state medical boards and pharmacy regulations'} • {'source': 'The company has received significant press coverage from major outlets including Forbes, WSJ, and healthcare trade publications'} • {'source': 'Hims is accredited by NABP (National Association of Boards of Pharmacy) for its pharmacy operations'} • {'source': 'The platform has been reviewed by consumer health publications and telehealth comparison sites'}

Trust Analysis

Transparency: Partial transparency. The page discloses its commercial nature, the requirement for provider consultation, and the limitations of the platform (no controlled substances). However, it lacks transparency about the medical reviewer's credentials, the methodology behind its efficacy statistics, and comprehensive safety information. The commercial framing of a prescription medication page raises concerns about whether patient safety or sales conversion is the primary priority. • Trust Factors: Hims is a publicly traded, regulated telehealth company with significant accountability, Medical reviewer is named (Sylvia Valadez, MSN, APRN, FNP-BC), Crisis resources are provided (741-741, 911), Clear disclosure that prescriptions require licensed provider consultation, Structured data and professional technical implementation, Disclosure that controlled substances are not available through the platform, Testimonial disclaimer notes customers received free product • Distrust Factors: No contact information visible on the page, No linked author/reviewer bio or credentials verification, No about page linked from this page, Strong commercial intent may compromise medical objectivity, Statistical claims lack adequate methodological disclosure, No external citations or links to authoritative medical sources, Drug interaction section contains a factual error, Safety information appears to be hidden/collapsed rather than prominently displayed

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'platform_type': 'Licensed telehealth platform', 'medical_reviewer': 'Sylvia Valadez, MSN, APRN, FNP-BC', 'regulatory_status': 'Publicly traded, state-regulated telehealth and pharmacy operations'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	Potentially misleading statistical claims • Minor medical inaccuracy in drug interaction description
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original, purpose-built for the Hims platform, No keyword stuffing or manipulative SEO patterns detected, Page serves a legitimate commercial purpose with real product/service

Deception Analysis

Severity: minor • Deception Details: The page is not deliberately deceptive in its purpose or design. However, there are minor informational issues: the 75% improvement statistic is presented in a way that overstates its reliability (self-reported, selection-biased data presented as a headline claim), and the drug interaction section contains a factual error that could mislead users about medication categories. These appear to be errors of omission and imprecision rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful but contains elements that could mislead users. The '75% improvement' statistic is presented prominently without adequate disclosure of its significant methodological limitations (self-reported, selection bias toward retained subscribers). The drug interaction section contains a factual error classifying benzodiazepines as antidepressants. These issues are concerning for a YMYL health page but do not rise to the level of deliberate deception or serious harm.

Ads Analysis

Ad Placement: The page itself is essentially a commercial product page for Hims's own service, so the 'ads' present are internal promotional content (CTAs, subscription offers) rather than third-party advertisements. The structured data includes an Offer schema with a $49/month price point. There are multiple 'Get started' CTAs throughout the page. • User Experience Impact: The commercial CTAs are integrated into the page design and do not appear to obstruct the main content. However, the density of conversion-focused elements (multiple 'Get started' buttons, testimonials, pricing) does create a sales-funnel experience that may prioritize conversion over comprehensive medical information delivery.

Recommendations

Critical Issues

• Factual error: alprazolam and diazepam are classified as 'other antidepressants' in the drug interaction section — these are benzodiazepines and this error could mislead patients about drug interaction risks

• The 75% improvement statistic lacks adequate methodological disclosure and is presented in a misleading way — the fine print reveals significant selection bias that is not reflected in the headline claim

• For a YMYL prescription medication page, the absence of a linked, verifiable medical reviewer bio is a significant E-E-A-T deficiency that undermines trust

Improvements

• Add a detailed, linked bio page for the medical reviewer (Sylvia Valadez, MSN, APRN, FNP-BC) with verifiable credentials, professional background, and areas of expertise

• Add visible contact information (phone, email, or chat) for the medical/pharmacy team

• Fix the factual error in the drug interaction section — alprazolam and diazepam are benzodiazepines, not antidepressants

• Add external citations to FDA labeling, clinical trials, and authoritative medical sources (NIH, Mayo Clinic, etc.)

• Expand the safety information section to be fully visible (not collapsed) and include common side effects, black box warning information, and comprehensive contraindications

• Add H2 headings to improve content structure and navigation

• Provide more transparent disclosure of the 75% improvement statistic's methodology and limitations

• Add dosage information, typical treatment duration, and what to expect during the first weeks of treatment

• Include information about when fluoxetine is NOT appropriate and when users should seek in-person psychiatric care instead

• Add an about page link explaining Hims's medical standards, provider vetting process, and regulatory compliance

Strengths

• Hims is a legitimate, publicly traded, regulated telehealth company providing real accountability and oversight

• Crisis resources (741-741 text line, 911) are prominently included, demonstrating genuine user safety concern

• The page clearly discloses that prescriptions require licensed provider consultation and that controlled substances are not available

• Basic medication information (mechanism of action, FDA-approved uses, contraindications, drug interactions) is accurately presented at a high level

• Professional technical implementation with structured data, breadcrumbs, and responsive design

• The page is transparent about the commercial nature of the service and the limitations of the platform

242 https://hims.com/psychiatry/sertraline 48

Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:37

Scores at a Glance

48	PQ Score	54	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	55	Trust	50	Content Effort	45	Originality
55	Skill	65	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves its commercial purpose of informing users about sertraline and encouraging them to start a consultation through the Hims platform. It provides basic educational content about the medication while driving conversion to a paid telehealth subscription service. • Rating Justification: This is a YMYL health page from a legitimate telehealth company with some positive signals (medical reviewer, accurate basic information, safety disclosures) but significant gaps for a high-quality health page. The content is primarily a commercial product page rather than a comprehensive medical resource. The medical reviewer is named but not linked to credentials. No external citations exist. The statistical claim about 75% improvement is based on self-reported, methodologically limited data. For a YMYL topic involving prescription psychiatric medication, these gaps prevent a High or High+ rating. The page meets basic quality standards but falls short of what's expected for health content.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Medical reviewer attribution (Sylvia Valadez, MSN, APRN, FNP-BC) present, Accurate FDA-approved indications listed for sertraline, Drug interaction warnings included, Crisis resources (741-741, 911) provided, Disclosure that prescriptions require provider consultation, Structured data (BreadcrumbList) implemented • Key Weaknesses: No author bio page or detailed credentials for medical reviewer, No citations to clinical studies or external medical sources, Customer reviews disclosed as given free product, not independently verified, No contact information visible on page, No About page linked, Primary purpose is commercial (selling a subscription service), not patient education, Statistical claim (75% feel better) based on self-reported data from 2021-2022 with significant methodological limitations • Trust Evidence: The page includes a medical reviewer attribution and crisis resources (741-741, 911). It discloses that prescriptions require provider consultation and that controlled substances are not available. However, there is no contact information visible, no About page linked, no author bio page, and customer reviews are disclosed as given free product. The primary purpose is commercial conversion. • Expertise Evidence: The page mentions a medical reviewer (Sylvia Valadez, MSN, APRN, FNP-BC) but provides no author bio, credentials detail, or link to her profile. Basic pharmacological information about sertraline (SSRI mechanism, FDA-approved indications, drug interactions) is factually accurate but superficial. No citations to clinical studies or peer-reviewed sources are provided. • Experience Evidence: The page includes customer testimonials (Kyle, Sam, Nick, Jeff, Justin) describing their personal experiences with the Hims platform. However, these are disclosed as given free product and not independently verified, limiting their credibility. No first-person clinical experience from providers is shared. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with some brand recognition in the DTC healthcare space. The page references FDA approval and clinical trial data (6-12 weeks efficacy). However, no external authoritative sources, medical organizations, or peer-reviewed references are cited. The page is primarily a product/service landing page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns prescription psychiatric medication (sertraline/Zoloft) for treating depression and anxiety disorders. It involves purchasing prescription drugs online, medical consultations, and mental health treatment decisions. This is unambiguously YMYL content that could significantly impact a user's health and safety. • Potential Harm: Users making decisions about psychiatric medication based on incomplete or inaccurate information could experience harm. The page promotes online prescription of antidepressants, which carries risks if the consultation process is inadequate. The simplified presentation of drug interactions and side effects may not fully inform users of risks. The commercial framing may bias users toward medication when other treatments might be more appropriate. • Standards Required: Highest E-E-A-T standards required. Content should be written or reviewed by licensed psychiatrists or pharmacists with verifiable credentials. All medical claims should cite peer-reviewed sources. Comprehensive side effect and contraindication information must be provided. The commercial nature of the page must not compromise medical accuracy or completeness.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear explanation of what sertraline is and how SSRIs work, FDA-approved indications accurately listed, Drug interactions section provides useful safety information, FAQ addresses common patient questions, Crisis resources included for users in distress, Transparent disclosure about prescription requirement and consultation process • Weaknesses: Missing critical black box warning about suicidal ideation risk in young adults, No comprehensive side effects list beyond brief mention, Insufficient depth for a YMYL health topic - a patient making medication decisions needs more information, No links to full prescribing information or FDA drug label, Statistical claim (75% feel better) is prominently featured but methodologically weak, Content is primarily conversion-focused rather than patient-education-focused, No H2 headings for content organization despite substantial content, Medical reviewer attribution is present but not linked to credentials or bio • Mc Description: The main content is a commercial product landing page for sertraline (generic Zoloft) offered through the Hims telehealth platform. It includes basic educational content about what sertraline is, how it works, FDA-approved uses, a FAQ section, customer testimonials, and calls-to-action to start a consultation. The page is structured to convert visitors into paying customers.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health is a publicly traded company (NYSE: HIMS) • Regulated telehealth platform subject to state medical board oversight • Has been subject to FTC scrutiny regarding advertising claims in the telehealth sector • Generally recognized brand in DTC men's health space

Trust Analysis

Transparency: Partial transparency. The page discloses the commercial nature of the service, the requirement for provider consultation, and limitations on some statistics. However, it lacks full transparency about provider credentials, the consultation process details, pricing beyond starting price, and critical safety information required for informed consent about antidepressant use. • Trust Factors: Legitimate publicly traded telehealth company, Medical reviewer named (Sylvia Valadez, MSN, APRN, FNP-BC), Requires provider consultation before prescribing, Includes crisis resources (741-741, 911), Discloses that controlled substances are not available, Structured data implemented correctly, Discloses that customer reviews were given free product, Discloses data limitations for the 75% statistic • Distrust Factors: No contact information visible on the page, No About page linked from this page, Medical reviewer has no linked bio or credentials page, Missing critical FDA black box warning for antidepressants, Commercial incentive may bias information presentation, Customer testimonials given free product raises credibility concerns, No external citations or links to authoritative medical sources, Self-reported outcome statistics presented as marketing claims

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'medical_reviewer': 'Sylvia Valadez, MSN, APRN, FNP-BC', 'regulatory_status': 'Licensed telehealth provider subject to state medical board regulations'}
Reputation	neutral

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	incomplete_medical_information • potentially_misleading_statistics
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for this product page, Professional design and legitimate business operation

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive in its overall purpose or design. However, there are informational gaps that could mislead users: (1) The omission of the FDA black box warning about suicidal ideation is a significant omission for a page selling antidepressants; (2) The 75% improvement statistic, while disclosed with methodology, is presented prominently in a way that may overstate expected outcomes; (3) The framing of customer reviews as 'verified' while disclosing they received free product creates some tension. These are concerning for a YMYL health page but do not rise to the level of intentional deception.

Harm Analysis

Severity: medium • Harm Details: The page omits the FDA black box warning about increased risk of suicidal thoughts and behaviors in children, adolescents, and young adults taking antidepressants - this is a legally required disclosure for sertraline. The 75% improvement statistic is presented prominently without adequate context about its methodological limitations (self-reported, specific cohort, not a clinical trial). Customer reviews are disclosed as given free product but are presented in a way that may not make this sufficiently clear to all users. These omissions and presentations could mislead users about the risks and expected outcomes of sertraline treatment.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the primary commercial content IS the product itself (sertraline subscription service). The calls-to-action and promotional content are integrated into the page design rather than being separate display advertisements. This is a commercial product page where the 'ads' are the product promotion itself. • User Experience Impact: The commercial nature of the page is clear and the promotional content does not obstruct access to the medical information. Multiple 'Get started' CTAs are present but do not prevent users from reading the educational content. The overall user experience is functional.

Recommendations

Critical Issues

• Missing FDA black box warning about suicidal ideation risk in young adults taking antidepressants - this is a critical safety omission for a page selling antidepressants

• No contact information visible on the page, which is a significant trust deficit for a healthcare provider

• Medical reviewer attribution lacks linked credentials, undermining the E-E-A-T signal it is meant to provide

Improvements

• Add the FDA black box warning about increased risk of suicidal thoughts in children, adolescents, and young adults - this is legally required and critical for patient safety

• Create and link to a detailed bio/credentials page for medical reviewer Sylvia Valadez, MSN, APRN, FNP-BC

• Add citations to peer-reviewed clinical studies and link to the FDA prescribing information/drug label for sertraline

• Include a comprehensive side effects section covering both common and serious adverse effects

• Add visible contact information (phone number, email, physical address) to improve trust signals

• Improve the methodology disclosure for the 75% improvement statistic or remove it if it cannot be substantiated with more rigorous data

• Add H2 headings to improve content structure and accessibility

• Include information about when sertraline is NOT appropriate and what alternative treatments exist

• Add links to the About page and provider vetting process details

• Clarify the 'verified review' label given that customers received free product

Strengths

• Legitimate, regulated telehealth business with medical oversight

• Accurate basic pharmacological information about sertraline

• Includes crisis resources (741-741 and 911) for users in distress

• Transparent about prescription requirement and consultation process

• Discloses that controlled substances are not available through the platform

• Structured data correctly implemented for breadcrumbs

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Confidence: 0.75 Needs Work Analysed: 18 Jun 2026 05:49

Scores at a Glance

52	PQ Score	54	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	55	Trust	55	Content Effort	50	Originality
58	Skill	72	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves its commercial purpose of informing potential customers about venlafaxine and encouraging them to start a consultation through the Hims platform. It provides basic drug information, mechanism of action, indications, drug interactions, and FAQs sufficient for a product landing page. • Rating Justification: This is a YMYL page (prescription psychiatric medication) from a legitimate, publicly traded telehealth company with some medical review credentials. The content is accurate at a basic level and includes appropriate safety disclaimers and crisis resources. However, the page is primarily a commercial product page rather than a comprehensive medical information resource. The lack of named content authorship, limited depth of safety information, self-reported and dated statistics, and the commercial nature of the page prevent it from reaching High quality. It meets minimum standards for a telehealth product page but falls short of the higher bar required for YMYL health content.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: Medical reviewer credited with credentials (MSN, APRN, FNP-BC), Accurate FDA approval history and clinical information, Crisis resource information included (741-741, 911), Transparent disclaimer that medication requires provider consultation, Publicly traded company with established brand reputation, Structured data implemented correctly for product schema • Key Weaknesses: No named content author — only a medical reviewer, No visible contact information on the page, Customer reviews disclosed as given free product, reducing credibility, Statistical claim (75% improvement) is self-reported and from 2021-2022 data, Primary purpose is commercial (selling a prescription drug subscription), which creates potential conflict of interest, Limited depth of safety information for a YMYL prescription drug page • Trust Evidence: The page discloses that medication is only available after an online consultation with a licensed provider, that controlled substances are not available, and includes crisis resources (741-741, 911). Medical review attribution is present. However, there is no visible contact information, no About page link in the excerpt, and the page is primarily a product/sales page for a prescription medication. The disclaimer about free product given to reviewers is a positive transparency signal. • Expertise Evidence: The page is noted as 'medically reviewed by Sylvia Valadez, MSN, APRN, FNP-BC,' which provides some medical credentialing. The content accurately describes venlafaxine as an SNRI, its FDA approval history (1993, 1997 XR), approved indications (MDD, GAD, SAD, PD), mechanism of action, and drug interactions including serotonin syndrome risk with MAOIs. However, no author byline is present, and the reviewer's credentials are mentioned only briefly. • Experience Evidence: The page includes verified customer reviews (Kyle, Sam, Nick, Jeff, Justin) sharing first-hand experiences with the Hims platform and psychiatric care. A statistic claims 75% of customers reported mental health improvements, though the data is self-reported and dated (2021-2022). Customer testimonials are labeled as given free product, which reduces their credibility. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in the direct-to-consumer healthcare space. The page references FDA approval, uses correct medical terminology, and links to related educational content. The platform employs licensed healthcare providers who undergo a vetting process.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly concerns a prescription psychiatric medication (venlafaxine/Effexor) used to treat serious mental health conditions including major depressive disorder, generalized anxiety disorder, social anxiety disorder, and panic disorder. It also facilitates the purchase and prescription of this medication online. This is unambiguously YMYL — it involves both health information and a transaction for prescription drugs. • Potential Harm: Inaccurate or incomplete medical information could lead users to make poor decisions about psychiatric medication. Insufficient safety information could result in dangerous drug interactions (e.g., with MAOIs causing serotonin syndrome). The commercial framing may downplay risks or encourage users who are not appropriate candidates to seek this medication. Vulnerable users with serious mental health conditions are the target audience. • Standards Required: Highest standards of E-E-A-T are required. Content should be written or reviewed by qualified medical professionals with clearly disclosed credentials. Safety information must be comprehensive. The commercial nature of the page must not compromise the accuracy or completeness of medical information. Crisis resources and appropriate referrals to in-person care must be present.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good

Length Adequate	Yes

MC Analysis

Strengths: Clear explanation of what venlafaxine is and how it works, Accurate FDA approval dates and approved indications, Drug interaction warnings including serotonin syndrome risk, FAQ section addresses common patient questions, Crisis resources (741-741, 911) included, Transparent disclosure that medication requires provider consultation, Links to additional educational content (dosage guide, timeline article) • Weaknesses: Missing FDA black box warning about suicidal ideation risk in young adults, No comprehensive side effects list, No information about discontinuation syndrome, which is clinically significant for venlafaxine, Statistical claim (75% improvement) presented without adequate context about its limitations, No H2 headings for content structure (only H1 present), Customer reviews disclosed as incentivized (free product) which undermines their value, No dosing information on the page itself (only linked) • Mc Description: The main content is a product landing page for venlafaxine (generic Effexor) offered through the Hims telehealth platform. It includes a product overview, mechanism of action, FDA-approved uses, drug interactions, how the service works, customer reviews, a statistical efficacy claim, FAQ section, safety resources, and links to related articles.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a well-known telehealth brand with significant media coverage in major publications (Forbes, WSJ, NYT)'} • {'source': 'Medical reviewer Sylvia Valadez, MSN, APRN, FNP-BC is a credentialed nurse practitioner with verifiable professional credentials'} • {'source': 'The platform operates under state medical board regulations and employs licensed healthcare providers'} • {'source': 'Hims has been subject to FTC scrutiny and regulatory attention, which is a mixed reputation signal'}

Trust Analysis

Transparency: Partial transparency. The page discloses the commercial nature of the service, the requirement for provider consultation, and that reviews were incentivized. However, it lacks contact information, named content authorship, and omits critical safety information required for prescription antidepressants. • Trust Factors: Publicly traded company subject to SEC disclosure requirements, Medical reviewer with named credentials (MSN, APRN, FNP-BC), Transparent disclosure that medication requires provider consultation, Crisis resources included (741-741, 911), Disclaimer that controlled substances are not available, Disclosure that customer reviews were given free product, Structured data implemented correctly, Breadcrumb navigation showing site hierarchy • Distrust Factors: No visible contact information on the page, No About page link in the page content, No named content author (only medical reviewer), Omission of FDA black box warning for antidepressants, Self-reported, dated statistics presented as efficacy evidence, Commercial incentive to prescribe may conflict with objective medical information, No disclosure of which states the service is available in, No information about provider qualifications beyond 'rigorous vetting process'

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'platform_type': 'Telehealth / Direct-to-consumer prescription service', 'medical_reviewer': 'Sylvia Valadez, MSN, APRN, FNP-BC', 'regulatory_status': 'Operates under state medical board regulations'}

Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	incomplete_safety_information • potentially_misleading_statistics
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for the Hims platform, No keyword stuffing or manipulative SEO patterns detected in the excerpt

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in its overall purpose or design — it clearly presents itself as a commercial telehealth service selling access to psychiatric medication. However, there is minor informational deception through omission: the absence of the FDA black box warning for antidepressants and the oversimplification of SNRI dependence risk could mislead users about the full safety profile of the medication. The prominent display of the 75% improvement statistic without adequate context about its self-reported, non-clinical nature could also be considered mildly misleading.

Harm Analysis

Severity: medium • Harm Details: The page omits the FDA black box warning regarding increased risk of suicidal thoughts and behaviors in children, adolescents, and young adults (up to age 24) taking antidepressants — a legally required warning for this drug class. This is a significant omission for a page selling this medication. The 75% improvement statistic, while footnoted, is presented prominently in a way that could mislead users about clinical efficacy. The statement that SNRIs are 'generally considered non-addictive' without mentioning discontinuation syndrome could lead users to underestimate the challenges of stopping the medication.

Ads Analysis

Ad Placement: The page is itself a commercial product page with calls-to-action to start a consultation. The 'Has Ads: True' flag likely refers to the commercial CTAs and possibly retargeting pixels rather than third-party display advertising. The page's commercial content is integrated into the main content rather than appearing as separate obstructive ad units. • User Experience Impact: The commercial nature of the page is transparent and does not appear to obstruct access to the informational content. CTAs are clearly labeled and the medical information is accessible without requiring interaction with commercial elements.

Recommendations

Critical Issues

• Missing FDA black box warning for antidepressant suicidal ideation risk — this is a critical safety omission for a page selling prescription antidepressants and may have regulatory implications

• No contact information visible on the page, which is a significant trust signal deficiency for a YMYL health service

Improvements

• Add the FDA black box warning about increased suicidal thoughts and behaviors in children, adolescents, and young adults — this is legally required on prescribing information and its absence is a significant trust and safety issue

• Include a comprehensive side effects section covering common side effects (nausea, dizziness, sexual dysfunction, insomnia) and serious side effects (serotonin syndrome, hypertension, discontinuation syndrome)

• Add a named content author with credentials in addition to the medical reviewer, and provide a link to their professional profile

• Include visible contact information (phone number, email, or chat) on the page

• Provide more context around the 75% improvement statistic, clearly labeling it as self-reported customer data rather than clinical trial results

• Add information about venlafaxine discontinuation syndrome, which is clinically significant and relevant to patient decision-making

• Include information about which US states the service is available in

• Add H2 headings to improve content structure and accessibility

• Update the efficacy statistics with more recent data (current data is from 2021-2022)

Strengths

• Accurate FDA approval history and mechanism of action information

• Medical reviewer with named, verifiable credentials (MSN, APRN, FNP-BC)

• Transparent disclosure that medication requires licensed provider consultation

• Crisis resources (741-741 Crisis Text Line, 911) prominently included

• Clear disclosure that customer reviews were incentivized (free product given)

• Legitimate, publicly traded company with established brand reputation and regulatory oversight

244 https://hims.com/quality-and-safety

52

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:38

Scores at a Glance

52	PQ Score	59	E-E-A-T Overall	55	Experience	60	Expertise
65	Authoritativeness	58	Trust	62	Content Effort	58	Originality
65	Skill	60	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page to convert visitors into Hims Weight Loss Membership subscribers by showcasing available GLP-1 medications, pricing, testimonials, and FAQs. Despite the URL suggesting quality and safety information, the actual purpose is product sales. • Rating Justification: This is a commercial telehealth page for a legitimate, publicly traded company offering FDA-approved prescription weight loss medications. The page has reasonable content quality with safety disclosures, pricing transparency, and customer testimonials. However, it falls short of high quality due to: the critical URL/content mismatch (/quality-and-safety serving a product sales page), missing H1, no author/contact info, extraordinary unverified claims (120 lbs in 8 months), and the page being primarily a sales/conversion page rather than genuinely informative health content. For a YMYL health topic, these gaps prevent a higher rating.

E-E-A-T

Overall	59
Experience	55
Expertise	60
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Includes FDA approval status and important safety information for each medication, Transparent pricing with membership fee disclosures and footnotes, References named medical expert (Dr. Craig Primack), Verified customer reviews with before/after documentation, Proper trademark attributions and regulatory compliance language, Structured data (BreadcrumbList) implemented correctly • Key Weaknesses: URL is /quality-and-safety but page content is a weight loss product sales page — major mismatch undermining trust, No H1 heading present, No author information or provider credentials displayed, No contact information on the page, No about page link visible, Dr. Craig Primack is mentioned but no credentials, bio, or link provided, 120 lbs lost in 8 months claim is extraordinary and lacks independent verification, Page title duplicated ('Hims | Hims') suggesting technical/editorial oversight issues • Trust Evidence: The page includes legal disclaimers, trademark attributions, FDA approval status clarifications, important safety information links, pricing transparency with membership fee disclosures, and state availability limitations. However, the URL is /quality-and-safety but the content is a weight loss product/service page — a significant mismatch. No contact information, about page, or author details are present on this page. • Expertise Evidence: The page references FDA-approved medications (Wegovy, Zepbound, Ozempic, Mounjaro), includes important safety information disclosures, and mentions licensed healthcare providers making clinical eligibility determinations. Medical claims about cardiovascular benefits are footnoted with clinical context. However, no detailed clinical content, citations to peer-reviewed research, or provider credentials are displayed. • Experience Evidence: The page includes verified customer testimonials with before/after photos and specific weight loss results (e.g., Drew lost 33 lbs in 8 months, Zack lost 120 lbs in 8 months). A named medical expert, Dr. Craig Primack, is referenced as an in-house expert with 'decades of clinical excellence,' though no credentials or biography are directly provided on this page. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition. The page references partnerships with major pharmaceutical brands (Novo Nordisk, Eli Lilly). Trademark disclosures and regulatory compliance language are present. The company operates a licensed telehealth platform with a network of providers.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to prescription medications (GLP-1 agonists including semaglutide and tirzepatide) for weight loss. These are powerful medications with significant side effect profiles, contraindications, and require medical supervision. The page influences decisions about obtaining prescription drugs that directly impact physical health. • Potential Harm: Users could make decisions about pursuing prescription weight loss medications based on this page's content. Misleading efficacy claims, insufficient safety information, or inappropriate prescribing could lead to serious health consequences. The extraordinary weight loss claims (120 lbs in 8 months) could create unrealistic expectations. Medications like Ozempic and Mounjaro are noted as FDA-approved for type 2 diabetes but are being offered for weight loss, which requires careful clinical judgment. • Standards Required: Highest standards of medical accuracy, complete safety information, transparent provider credentials, clear clinical eligibility criteria, evidence-based efficacy claims, and full regulatory compliance are required for this type of YMYL health/medical content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	poor
Length Adequate	Yes

MC Analysis

Strengths: Clear product differentiation with individual pricing and safety information links, Before/after testimonials with specific timeframes add social proof, FAQ section addresses practical concerns (FSA/HSA, insurance, switching from existing GLP-1), Cardiovascular benefit claims are footnoted with clinical context, Membership structure and pricing are transparently disclosed • Weaknesses: Page title 'Weight Loss Care for Men, Built to Last | Hims | Hims' has duplicate brand name — poor quality signal, No H1 heading present — significant SEO and content structure issue, URL (/quality-and-safety) completely mismatches the page content (weight loss product sales), Lacks substantive educational health content about GLP-1 mechanisms, risks, or clinical evidence, The '120 lbs in 8 months' testimonial is not contextualized or caveated adequately, No visible contact information or customer support details, Dr. Craig Primack is mentioned without credentials or a link to his profile • Mc Description: The main content is a commercial product listing page for Hims Weight Loss Membership, featuring GLP-1 medication options (Wegovy pill/pen, Zepbound vial/KwikPen, Foundayo, Ozempic, Mounjaro) with pricing, before/after testimonials, cardiovascular benefit claims, and FAQs about the membership program.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Regulated telehealth platform with licensed provider network • Partnerships with major pharmaceutical manufacturers (Novo Nordisk, Eli Lilly) • Subject to FTC, FDA, and state telehealth regulations • Has faced regulatory scrutiny regarding compounded semaglutide marketing in 2024-2025

Trust Analysis

Transparency: Partial transparency — pricing, membership structure, and medication approval status are disclosed, but provider credentials, safety information depth, and the URL/content mismatch undermine full transparency for a YMYL health topic. • Trust Factors: Publicly traded company with regulatory oversight, FDA-approved medications with proper trademark attributions, Important safety information links for each medication, Transparent pricing with membership fee disclosures, Legal disclaimers about prescription requirements and state availability, Verified customer reviews with real names and ages, Structured data implementation, References to licensed healthcare providers making clinical determinations • Distrust Factors: URL /quality-and-safety does not match page content — significant trust concern, No contact information visible on the page, No author or medical reviewer identified with credentials, No about page link present, Extraordinary unverified weight loss claims (120 lbs in 8 months), Duplicate brand name in page title ('Hims | Hims') suggests quality control issues, Safety information is linked but not prominently displayed, Company has faced regulatory scrutiny regarding GLP-1 marketing practices

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'regulatory_status': 'Licensed telehealth provider network, subject to FDA/FTC/state regulations', 'medical_expert_referenced': 'Dr. Craig Primack (no credentials provided on page)'}
Reputation	neutral

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims • url_content_mismatch
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears original and purpose-built for the Hims brand, No keyword stuffing or scaled content patterns observed, Legitimate commercial telehealth business with regulatory oversight

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive in purpose or design, but contains informational deception concerns: (1) The URL /quality-and-safety strongly implies content about quality and safety standards/policies, but the page is a weight loss product sales page — this mismatch could mislead users who navigate to this URL expecting safety documentation. (2) The extraordinary 120 lbs in 8 months testimonial, while labeled as a verified review, is not contextualized with typical results data, which could create misleading impressions about expected outcomes. (3) Foundayo being labeled as 'New Ozempic Pill' in the content could mislead consumers about the product's nature. These are informational accuracy issues rather than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful but contains potentially misleading elements: (1) The URL /quality-and-safety implies content about quality and safety standards but delivers a product sales page — users seeking safety information may be misled. (2) The 120 lbs in 8 months testimonial significantly exceeds typical GLP-1 clinical outcomes and could create unrealistic expectations leading to inappropriate treatment decisions. (3) Listing Ozempic and Mounjaro (diabetes medications) alongside weight loss medications without sufficiently prominent eligibility warnings could mislead consumers about appropriate use. The page does include disclaimers but they are in fine print.

Ads Analysis

Ad Placement: The page is itself a commercial product/service page (telehealth membership sales), so the 'ads' present are the product listings themselves rather than third-party display advertising. The has_ads flag likely refers to tracking/marketing scripts (GTM) rather than display ads. No third-party display advertising appears to be present based on the content excerpt. • User Experience Impact: The commercial nature of the page is clear and expected for a business website. Product listings with CTAs are appropriately integrated and do not obstruct access to safety information or FAQs. The membership fee structure is disclosed in footnotes which, while small, is present.

Recommendations

Critical Issues

• URL /quality-and-safety completely mismatches page content (weight loss product sales page) — this is a critical issue for both user trust and search quality

• No H1 heading present on the page — fundamental SEO and content structure failure

• Extraordinary unverified weight loss claim (120 lbs in 8 months) without adequate contextualization or typical results disclosure for a YMYL health page

• No contact information or author/medical reviewer credentials visible — insufficient for YMYL health content standards

Improvements

• Resolve the critical URL/content mismatch — either change the URL to reflect the actual content (e.g., /weight-loss) or create genuine quality and safety content at /quality-and-safety

• Add a prominent H1 heading that accurately describes the page content

• Fix the duplicate brand name in the page title ('Hims | Hims' → 'Hims')

• Add visible contact information (phone, email, or chat) on the page

• Provide Dr. Craig Primack's full credentials, board certifications, and a link to his professional profile

• Add a medical reviewer byline with credentials to establish expertise for YMYL content

• Contextualize the 120 lbs in 8 months testimonial with typical results data and appropriate caveats

• Clarify the distinction between Foundayo and Ozempic more prominently to avoid consumer confusion

• Add more prominent safety information rather than just links — at minimum, key contraindications and side effects should be visible

• Include links to clinical evidence/studies supporting efficacy claims

Strengths

• Legitimate, publicly traded telehealth company with regulatory oversight providing FDA-approved prescription medications

• Transparent pricing structure with membership fee disclosures and footnoted terms

• Individual important safety information links for each medication product

• Verified customer testimonials with specific timeframes and real identifiers

• Proper trademark attributions and FDA approval status clarifications for each medication

• FAQ section addressing practical consumer concerns about the service

245 https://hims.com/sexual-health

55

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 05:39

Scores at a Glance

55	PQ Score	55	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	55	Trust	55	Content Effort	50	Originality
60	Skill	60	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product category hub for men's sexual health treatments (ED, PE) and wellness products, enabling users to browse and purchase prescription and OTC products through a telehealth platform. • Rating Justification: This is a commercial product listing page for a legitimate telehealth company selling prescription sexual health treatments. It fulfills its transactional purpose adequately with product listings, pricing, and safety disclaimers. However, as a YMYL health page, it falls short of high quality standards due to missing author/medical reviewer information, no contact details, limited educational content, and reliance on marketing language over clinical substance. The page is not harmful but does not meet the elevated E-E-A-T standards required for YMYL medical/health commerce pages.

E-E-A-T

Overall	55
Experience	45
Expertise	55
Authoritativeness	65
Trust	55

E-E-A-T Analysis

Key Strengths: Established, publicly known telehealth brand with regulatory compliance indicators, Transparent pricing and FDA approval labeling on products, Includes safety disclaimers and 'Important safety information' for each prescription product, Structured data (BreadcrumbList) implemented correctly, Disclaimer about compounded products not being FDA-approved is present • Key Weaknesses: No named medical professionals or credentials visible on the page, No author information or medical reviewer attribution, No contact information visible on this page, No About page link detected in page structure, Satisfaction statistic sourced from compensated survey respondents, which may be misleading • Trust Evidence: The page includes safety information disclaimers, FDA approval labels, and a disclaimer about compounded products not being FDA-verified. Pricing is transparent. However, there is no visible contact information, no About page link, no named authors or medical reviewers, and no physical address on this page. • Expertise Evidence: Hims is a known telehealth platform offering prescription treatments. The page mentions FDA-approved medications (Viagra, Cialis, generics) and includes 'Important safety information' links per each product, suggesting some medical oversight. However, no named medical professionals, credentials, or clinical references are visible on this page. • Experience Evidence: The page references a survey of 869 Hims ED users with a 90% satisfaction claim, and mentions 'experienced medical providers,' but no individual provider credentials, case studies, or first-hand clinical experience narratives are present on this page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The domain is established and the company is widely covered in media. Breadcrumb structured data is present. However, this specific page lacks citations, medical references, or third-party endorsements.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly offers prescription medications for erectile dysfunction and premature ejaculation, including FDA-approved drugs like sildenafil (Viagra generic) and tadalafil (Cialis generic), as well as compounded medications. Users may make health decisions based on this page's content and purchase prescription treatments. • Potential Harm: Users could make inappropriate medication choices without adequate medical guidance, misunderstand the risks of compounded vs. FDA-approved medications, or delay seeking in-person medical care for underlying conditions that cause ED or PE. The page also sells compounded products explicitly noted as not FDA-verified for safety or effectiveness. • Standards Required: Highest E-E-A-T standards apply. The page should clearly identify licensed medical professionals involved, provide comprehensive safety information, disclose the telehealth consultation process clearly, and ensure users understand the difference between FDA-approved and compounded treatments.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product categorization makes navigation intuitive, Transparent pricing with monthly subscription costs displayed, FDA approval status labeled on relevant products, Safety information links provided for each prescription product, Simple 3-step process explanation reduces user friction, Disclaimer about compounded products is present • Weaknesses: Extremely limited educational content about ED or PE conditions, No information about what conditions qualify for treatment, No explanation of the medical consultation process or provider qualifications, Heavy reliance on CSS code inflates word count; actual readable content is sparse, No H1 or H2 headings for content structure, Missing contraindications or when-not-to-use information beyond safety info links • Mc Description: The main content consists of product listings organized into categories: Erectile Dysfunction treatments (sildenafil chews, tadalafil chews, combination products, generic Viagra, generic Cialis, brand Viagra), Premature Ejaculation treatments, Climax Delay Wipes, and sexual wellness accessories (condoms, lube, sex toys). Each product has a name, brief descriptor, starting price, and CTA buttons. A 'How it works' section explains the 3-step telehealth process.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS) • Widely covered by major media outlets (Forbes, WSJ, TechCrunch) • Subject to FTC and FDA regulatory oversight as a telehealth/pharmacy platform • Has faced regulatory scrutiny regarding compounded medication advertising

Trust Analysis

Transparency: Partial transparency. The page discloses FDA approval status and includes a compounded product disclaimer, but lacks provider credentials, contact information, and detailed safety information on the page itself. Trust relies heavily on the brand's external reputation rather than on-page signals. • Trust Factors: Established publicly traded company with regulatory accountability, FDA approval labels on appropriate products, Explicit disclaimer that compounded products are not FDA-verified, Safety information links for each prescription product, Telehealth model requires licensed provider consultation before prescribing, Breadcrumb structured data indicates organized, legitimate site architecture, Transparent subscription pricing • Distrust Factors: No contact information visible on this page, No named medical professionals or credentials displayed, No About page link in page structure, Satisfaction statistic from compensated survey respondents, No physical address or pharmacy license information visible, Compounded medications sold alongside FDA-approved drugs without prominent differentiation, Heavy promotional tone with minimal clinical substance

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform and direct-to-consumer health company', 'regulatory_status': 'Operates licensed telehealth and pharmacy services; subject to FDA and FTC oversight'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Page is a legitimate commercial product listing from an established brand, No keyword stuffing or manipulative SEO patterns detected, No suspicious patterns flagged in page structure

Deception Analysis

Severity: minor • Deception Details: The page is a straightforward commercial product listing. The '90% satisfaction' claim includes a fine-print disclaimer about compensated respondents and survey methodology. FDA approval status is labeled. Compounded products are disclosed as not FDA-verified. Pricing is transparent. The telehealth consultation requirement is explained in the 'How it works' section. While the page is promotional in tone, it does not appear to use deceptive design patterns or make materially false claims.

Harm Analysis

Severity: low • Harm Details: The page does not contain overtly harmful content. It sells legitimate prescription medications through a telehealth model with safety disclaimers. The compounded product disclaimer is present. The satisfaction survey disclaimer about compensated respondents is included in fine print. While the marketing language is promotional, it does not make false medical claims that could directly harm users. The telehealth model requires a provider consultation before prescriptions are issued, which provides a safety layer.

Ads Analysis

Ad Placement: The page has ads flagged in the metadata, but the main content itself consists of the company's own product listings rather than third-party advertisements. Any ads present appear to be integrated within the site's commercial structure rather than intrusive third-party placements. • User Experience Impact: Minimal negative impact. The page's primary commercial purpose aligns with its product listings. No evidence of ads obstructing main content or creating a poor user experience based on the available content excerpt.

Recommendations

Critical Issues

• No contact information visible on a YMYL health/medical commerce page — this is a significant trust deficit for Google's quality standards

• No named medical professionals or credentials on a page selling prescription medications — fails E-E-A-T requirements for YMYL health content

• Compounded medications (not FDA-verified for safety/effectiveness) are sold alongside FDA-approved drugs without sufficiently prominent differentiation, creating potential for user confusion about safety standards

Improvements

• Add named, credentialed medical professionals (e.g., Chief Medical Officer, reviewing physicians) with their qualifications prominently displayed on the page or linked from it

• Include visible contact information (phone number, email, physical address) on the page or in the footer

• Add an About page link and ensure it clearly describes the company's medical oversight, licensing, and provider network

• Expand educational content about ED and PE conditions, including when to seek in-person care, to demonstrate genuine health expertise

• Clearly differentiate FDA-approved medications from compounded medications with more prominent visual indicators and explanations of the difference

• Replace or supplement the compensated-survey satisfaction statistic with independently verified outcomes data or clinical study references

• Add H1 and H2 heading structure to improve content organization and SEO clarity

• Include pharmacy licensing information and state availability disclosures to increase regulatory transparency

Strengths

• Established, publicly traded brand with significant external authority and media coverage

• Transparent pricing and clear product categorization serve user needs effectively

• FDA approval labels and safety information links for each prescription product demonstrate regulatory awareness

• Explicit disclaimer about compounded products not being FDA-verified shows good faith transparency

• Structured data implementation and professional site architecture indicate technical quality

• The telehealth consultation model (provider review before prescribing) provides an inherent safety mechanism

246 https://hims.com/sexual-health/male-vibrator 55

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:47

Scores at a Glance

55	PQ Score	52	E-E-A-T Overall	45	Experience	40	Expertise
60	Authoritativeness	65	Trust	60	Content Effort	55	Originality
60	Skill	50	Accuracy	70	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to sell the Hims OMG Ring penis vibrator. It presents product features, use cases, specifications, and related products. It meets this commercial purpose adequately. • Rating Justification: This is a standard e-commerce product page from a legitimate, well-known brand. It fulfills its basic purpose of presenting a product for sale with adequate detail. However, it lacks expert authorship, medical review, citations for health claims, and customer reviews. The content is marketing-oriented rather than informative or educational. It is not harmful or deceptive, but it does not demonstrate high E-E-A-T for a product that touches on sexual health and physiology.

E-E-A-T

Overall	52
Experience	45
Expertise	40
Authoritativeness	60
Trust	65

E-E-A-T Analysis

Key Strengths: Hims is a well-known, publicly traded, regulated company with established brand authority, Structured data and proper site architecture present, Privacy policy and legal disclosures present in footer, Product specifications are detailed and specific (decibel level, battery life, materials) • Key Weaknesses: No named author or medical/sexual health expert credited, Unsubstantiated health claims (e.g., 'helps make your erection both harder and bigger') without citations, No customer reviews or social proof visible in the content, No contact information on the page itself, No about page link or transparency about who created the content • Trust Evidence: The page includes structured data (BreadcrumbList), links to privacy policy, terms and conditions, and a consumer health data privacy policy in the footer. The company is publicly traded and regulated. However, the product page lacks contact information, has no author attribution, no medical review disclosure, and makes unsubstantiated health claims (e.g., improving erection quality). No customer reviews are visible in the excerpt. • Expertise Evidence: No named author, medical reviewer, or sexual health expert is credited. The FAQ section provides basic definitional information about ring vibrators and male vibrators that is accurate but generic. There is no clinical guidance, safety warnings, or expert-backed claims. The product claims (e.g., 'helps make your erection both harder and bigger') are made without citation or medical substantiation. • Experience Evidence: The page is a product listing for a vibrating cock ring sold by Hims, a publicly traded telehealth and wellness company. The product descriptions use casual, consumer-friendly language suggesting familiarity with the product category, but there is no first-hand user review content, no editorial author, and no clinical or expert voice discussing the product's use or safety. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded company (NYSE: HIMS) with significant brand recognition in men's telehealth and wellness. The domain hims.com is well-established. The breadcrumb and site structure indicate this is part of a broader sexual health product category. The brand has received mainstream press coverage and is a recognized player in the DTC health space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The page makes physiological claims about the product's effects on erections ('helps make your erection both harder and bigger') and sexual health. It is sold under a sexual health category by a telehealth company. While a sex toy product page is primarily commercial, the health-adjacent claims and the context of a medical/telehealth brand elevate YMYL considerations. • Potential Harm: Unsubstantiated claims about improving erection quality could mislead users with erectile dysfunction into substituting a sex toy for appropriate medical treatment. Safety information about proper use of cock rings (e.g., risks of prolonged use, contraindications) is absent. • Standards Required: Higher standards for accuracy of health-related claims, safety disclaimers, and ideally medical review or citation of evidence for physiological claims.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product specifications with specific technical details, Multiple use-case scenarios addressed, FAQ section provides basic educational context, Engaging, consistent brand voice, Cross-sell products are relevant and contextually appropriate • Weaknesses: No customer reviews or ratings visible, Health claims made without medical substantiation, No safety information or contraindications, No size guide or fit information for a wearable product, No return policy or warranty information visible in the excerpt • Mc Description: The main content is a product detail page for the Hims OMG Ring vibrating cock ring priced at $74. It includes product features, specifications, use-case descriptions (solo, couples, oral sex, erogenous zones, water play), a FAQ section, and cross-sell products (condoms, lubricant). The content is marketing copy with some informational elements.

Trust & Reputation

Trust Level	medium
Reputation Score	70
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), subject to SEC reporting and public financial disclosure'} • {'source': 'Hims has received extensive mainstream media coverage in outlets including Forbes, CNBC, and The Wall Street Journal'} • {'source': 'The company is a licensed telehealth provider operating under state medical board regulations in the US'} • {'source': 'Hims has an established Better Business Bureau profile and is a recognized DTC health brand'}

Trust Analysis

Transparency: Moderate. The company identity is clear and the brand is well-known, but the specific product page lacks transparency about who created the content, what evidence supports health claims, and what safety considerations apply. • Trust Factors: Publicly traded company with regulatory oversight and financial transparency, Established brand with significant press coverage and consumer recognition, Privacy policy, terms and conditions, and consumer health data privacy policy present, Structured data and proper technical implementation, Secure domain with proper SSL (implied by hims.com), Footer includes legal entity name and trademark information • Distrust Factors: No contact information on the product page, No author or medical reviewer credited for content, Unsubstantiated health claims without citations, No customer reviews visible to validate product claims, No safety warnings for a wearable device with physiological effects

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth and DTC wellness', 'stock_ticker': 'NYSE: HIMS', 'regulatory_status': 'Licensed telehealth provider, publicly traded'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	unsubstantiated_health_claims
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforwardly a product page for a sex toy. The product name, price, and features are clearly presented. The casual marketing tone is consistent with the brand. The unsubstantiated health claims are a quality issue rather than intentional deception. No hidden ads, cloaking, or misleading design patterns are evident.

Harm Analysis

Severity: low • Harm Details: The page makes the claim that the ring 'can help make your erection both harder and bigger' without medical evidence or citation. This is a mild health claim that could mislead users. Additionally, the absence of safety warnings about cock ring use duration (prolonged use can cause injury) represents a minor omission of safety-relevant information. These issues are not severely harmful but constitute mild misleading content in a health-adjacent context.

Ads Analysis

Ad Placement: The page has ads flagged but these appear to be cross-sell product recommendations (condoms, lubricant) from the same brand rather than third-party display advertising. This is standard e-commerce upselling practice. • User Experience Impact: The cross-sell products are contextually relevant and do not obstruct the main product content. They appear after the primary product information and FAQ, which is appropriate placement.

Recommendations

Critical Issues

• Unsubstantiated health claim ('helps make your erection both harder and bigger') presented without medical evidence — particularly problematic for a telehealth brand that implies medical authority

• Complete absence of safety warnings for a wearable device that restricts blood flow — this is a genuine safety omission that could cause harm to uninformed users

Improvements

• Add medical review attribution or citation for the claim that the ring 'can help make your erection both harder and bigger' — link to clinical evidence or add a medical reviewer byline

• Include safety information about maximum recommended wear time for cock rings and contraindications (e.g., circulatory conditions, priapism risk)

• Add customer reviews and ratings to provide social proof and validate product claims

• Include a size guide or fit information to help users select the appropriate product

• Add visible contact information (customer support link or phone number) on the product page

• Include return policy and warranty information to improve purchase confidence

Strengths

• Hims is a well-established, publicly traded brand with strong authority in the men's health and wellness space

• Detailed product specifications (decibel rating, battery life, IPX4 rating, material safety) demonstrate product knowledge and build consumer confidence

• Engaging, consistent brand voice with multiple use-case scenarios makes the content genuinely useful for purchase decisions

• Proper structured data, breadcrumb navigation, and technical implementation support discoverability and user experience

• Contextually relevant cross-sell products (lubricant, condoms) add value without being obtrusive

247 https://hims.com/sexual-health/penis-rings 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:48

Scores at a Glance

58	PQ Score	55	E-E-A-T Overall	45	Experience	50	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	60	Originality
60	Skill	65	Accuracy	70	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product listing for the Hims Standing O Penis Rings, aiming to inform potential buyers about product features, usage, and safety, and to facilitate purchase. • Rating Justification: This is a standard e-commerce product page from a reputable brand. It fulfills its basic purpose of describing and selling a sexual wellness product, includes some educational FAQ content, and provides safety guidance. However, it lacks user reviews, expert endorsements, detailed specifications, and author transparency. The content is adequate but not exceptional for a product in the health/wellness space.

E-E-A-T

Overall	55
Experience	45
Expertise	50
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Hims is a well-known, publicly traded telehealth brand with established reputation, Includes basic safety information and usage warnings, Structured data and proper breadcrumb navigation present, Product descriptions are clear and informative • Key Weaknesses: No author or medical expert attribution on the page, No customer reviews or ratings visible in the content excerpt, No contact information or about page linked from this product page, Marketing-heavy language without clinical citations or references • Trust Evidence: Hims is a legitimate, publicly traded company with regulatory oversight. The page includes structured data, breadcrumbs, and safety warnings (e.g., 20-minute limit, remove if numbness occurs). However, no contact info, author info, or about page is detected on this specific page. No third-party certifications or clinical endorsements are visible. • Expertise Evidence: Basic functional explanations of how penis rings work are provided (blood flow restriction, 20-minute usage limit, safety warnings about numbness/pain/skin color changes). This shows some product knowledge but lacks clinical depth or expert authorship. No medical professional is cited. • Experience Evidence: The page is a product listing from Hims, a known telehealth and wellness brand. There is no first-person user experience, no customer reviews visible in the excerpt, and no author attribution. The product descriptions use marketing language rather than experiential testimony. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's health. The domain is well-established and the brand is widely covered in press. The product page sits within a broader sexual health category on a reputable platform.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The product involves physical use on the human body and includes safety-relevant information (blood flow restriction, time limits, warnings about numbness and skin color changes). Improper use could cause physical harm. This places it in the health/safety YMYL category, though it is a consumer product rather than medical advice. • Potential Harm: Improper use of constriction rings can cause injury including tissue damage, nerve damage, or vascular complications. The page does provide basic safety warnings but lacks comprehensive medical guidance. • Standards Required: Higher standards of accuracy, safety information completeness, and ideally medical expert review are warranted given the physical health implications of the product.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product feature list with specific details (two sizes, silicone material, hypoallergenic, waterproof), FAQ section addresses common user questions about function and safety, Step-by-step 'how it works' section aids user understanding, Safety warnings included (20-minute limit, remove if numbness/pain/color change) • Weaknesses: No customer reviews or ratings visible, No detailed product specifications (dimensions, exact materials composition), No pricing information visible in the excerpt, Limited educational depth compared to what a health-adjacent product warrants, No information about return policy, warranty, or quality certifications • Mc Description: The main content is a product detail page for silicone penis rings, including product features, a 'how it works' section with three steps, a FAQ with three questions, related product recommendations, and links to editorial content. The content is organized and readable.

Trust & Reputation

Trust Level	medium
Reputation Score	70
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has received extensive press coverage in major outlets including Forbes, TechCrunch, and health publications'} • {'source': 'The company operates as a licensed telehealth provider subject to healthcare regulations in multiple US states'} • {'source': 'Hims has an established Better Business Bureau profile and consumer review presence on platforms like Trustpilot'}

Trust Analysis

Transparency: Moderate transparency at the brand level (public company, legal pages linked) but low transparency at the product page level (no author, no expert review, no contact info directly accessible). • Trust Factors: Hims is a publicly traded, regulated telehealth company with significant brand recognition, The page includes safety warnings and responsible usage guidance, Structured data and proper technical implementation suggest professional development, Privacy policy, terms and conditions, and consumer health data privacy policy are linked in the footer, The domain hims.com is well-established with a long history • Distrust Factors: No contact information visible on this specific product page, No author or medical reviewer attribution, No customer reviews or independent ratings visible, No third-party safety certifications for the product mentioned

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth and wellness company', 'focus': "Men's and women's health and wellness products and telehealth services", 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'founded': '2017'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforwardly a product listing page. The theatrical naming convention ('Standing O', 'Act I', etc.) is creative branding, not deceptive. The product claims are generally accurate with minor imprecision in the 'improves circulation' language. No hidden content, misleading headlines, or deceptive design patterns are evident.

Harm Analysis

Severity: none • Harm Details: The page includes appropriate safety warnings about usage time limits and signs to remove the product. The product itself is a legal consumer wellness item. No content targets vulnerable groups harmfully. The 'improves circulation' phrasing is slightly imprecise but not dangerously misleading.

Ads Analysis

Ad Placement: The page has ads flagged but as an e-commerce product page, promotional content for related Hims products (Thrill Ride Prostate Massager, OMG Ring Vibrator, etc.) appears to be internal cross-selling rather than third-party advertising. These are contextually relevant to the page topic. • User Experience Impact: The related product recommendations and cross-sells appear to be integrated naturally into the page layout and do not appear to obstruct the main product content or create a disruptive user experience.

Recommendations

Critical Issues

• No author or medical expert attribution on a health-adjacent product page that includes physiological claims

• The phrase 'improves circulation' is physiologically imprecise and could be considered misleading — penis rings restrict venous outflow rather than improving overall circulation

Improvements

• Add customer reviews and ratings to provide social proof and user experience evidence

• Include medical expert review attribution or a note that the product has been reviewed by a healthcare professional

• Expand the FAQ section with more detailed safety information, including contraindications (e.g., not for use with certain medical conditions, medications like blood thinners)

- Add detailed product specifications including exact dimensions for each ring size to help users select the appropriate size
- Include contact information or a clear link to customer support on the product page
- Clarify the 'improves circulation' claim to more accurately describe the venous restriction mechanism
- Add third-party safety certifications or material safety information (e.g., body-safe silicone certification)

Strengths

- Hims is a reputable, publicly traded company providing a strong brand trust foundation
- Safety warnings about 20-minute usage limit and signs to remove the product are appropriately included
- Creative, consistent brand voice with clear product feature communication
- Good page structure with FAQ, how-it-works section, and related product recommendations
- Proper technical implementation including structured data, breadcrumbs, and responsive images

248 https://hims.com/sexual-health/prostate-massager 58

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:47

Scores at a Glance

58	PQ Score	52	E-E-A-T Overall	40	Experience	45	Expertise
60	Authoritativeness	62	Trust	55	Content Effort	60	Originality
58	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product listing page for the Thrill Ride Prostate Massager, enabling users to learn about the product features and make a purchase decision. • Rating Justification: This is a standard e-commerce product page from a reputable brand. It fulfills its transactional purpose adequately with product features, usage instructions, and basic FAQ content. However, it lacks customer reviews, detailed safety information, expert endorsements, and author attribution. The content is functional but not exceptional. The page meets the basic needs of someone looking to purchase this product but does not go above and beyond.

E-E-A-T

Overall	52
Experience	40
Expertise	45
Authoritativeness	60
Trust	62

E-E-A-T Analysis

Key Strengths: Hims is a reputable, publicly traded telehealth brand with established credibility in men's sexual health, Structured data (BreadcrumbList) is properly implemented, FAQ section provides basic but accurate educational content about prostate anatomy and product use, Product specifications are clearly listed (35 vibration settings, waterproof specs, materials) • Key Weaknesses: No author or medical reviewer attribution on the page, No customer reviews or ratings visible in the content excerpt, No direct contact information or about page linked from this product page, Educational content in FAQ is minimal and lacks depth or citations • Trust Evidence: Hims is a legitimate, publicly traded company (Hims & Hers Health, NYSE: HIMS). The page uses HTTPS, has structured data, and is part of a well-known e-commerce/telehealth platform. No contact info or about page is directly linked from this page. No author attribution is present. The product claims are reasonable and not exaggerated beyond typical marketing language. • Expertise Evidence: The FAQ answers are factually basic and accurate (e.g., prostate location, P-spot orgasm description), but there is no cited medical professional, sexologist, or credentialed author. The product descriptions are marketing-oriented rather than expert-driven. Hims as a brand has telehealth credentials but this specific page does not leverage that expertise. • Experience Evidence: The page is a product listing from Hims, a known telehealth and wellness brand. There is no first-person user experience, no customer reviews visible in the excerpt, and no expert testimony about the product. The FAQ section provides basic educational content about prostate anatomy and use, but lacks depth from lived or clinical experience. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company with significant brand recognition in men's health. The domain carries authority in the sexual health space. The breadcrumb structure and structured data are properly implemented. However, this product page itself does not cite external authoritative sources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: This page involves a sexual health product (prostate massager) that is inserted into the body. It provides basic instructions for use and educational content about prostate anatomy. While primarily a consumer product page, improper use of anal/prostate devices can cause physical harm, and the page touches on health-adjacent topics (prostate anatomy, orgasm physiology). The YMYL risk is moderate rather than high since it is a consumer product rather than medical advice. • Potential Harm: Improper use of an insertable device could cause physical injury. The page lacks detailed safety warnings (e.g., contraindications, when not to use, cleaning instructions beyond basic mention). Missing information about safe use practices could lead to harm. • Standards Required: Should include clear safety guidelines, material safety information, cleaning/hygiene instructions, and ideally a medical reviewer attribution given the health-adjacent nature of the product.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product feature presentation with specific technical details, Step-by-step usage instructions are helpful for first-time users, FAQ section addresses common questions about prostate stimulation, Related product recommendations add value for users exploring sexual health products, Consistent brand voice throughout • Weaknesses: Anatomical description in FAQ contains an inaccuracy about prostate location, No cleaning or maintenance instructions for a body-safe insertable device, No safety warnings or contraindications, No customer reviews or social proof visible, No price displayed in the content excerpt, Limited educational depth in FAQ responses • Mc Description: The main content is a product detail page for the Thrill Ride Prostate Massager. It includes product features (35 vibration settings, 180-degree rotation, waterproof, remote control), usage instructions (3-step guide), FAQ section covering prostate anatomy and usage, and cross-sell recommendations for related sexual health products.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims has received significant press coverage in major publications including Forbes, TechCrunch, and health media outlets'} • {'source': 'Hims operates as a licensed telehealth platform with state-by-state medical licensing compliance'} • {'source': 'The hims.com domain has strong domain authority and established web presence since 2017'}

Trust Analysis

Transparency: Moderate transparency. Hims as a company is publicly traded and well-documented, but this specific product page lacks transparency about who created the content, who reviewed it medically, and how to contact the company. The product claims are specific enough to be verifiable but lack third-party validation. • Trust Factors: Hims is a publicly traded, regulated telehealth company with established brand reputation, HTTPS secure connection, Proper structured data implementation, Product specifications are specific and verifiable (waterproof rating, battery life, material type), No suspicious patterns detected, Legitimate e-commerce functionality with clear purchase path • Distrust Factors: No contact information visible on this product page, No author or medical reviewer attribution, No about page linked from this page, Minor anatomical inaccuracy in FAQ content, No customer reviews or independent verification of product claims

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth and consumer wellness', 'stock_ticker': 'NYSE: HIMS', 'specialization': "Men's and women's health products and telehealth services"}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected

Deception Analysis

Severity: none • Deception Details: The page is a straightforward product listing page. The marketing language is enthusiastic but standard for consumer products. Product claims (35 vibration settings, waterproof to 1 foot for 30 minutes, 2-hour battery life) are specific and verifiable. The one factual inaccuracy about prostate anatomy appears to be an error rather than intentional deception. The page clearly identifies itself as a product for sale.

Harm Analysis

Severity: low • Harm Details: The page contains one factual inaccuracy about prostate anatomy (stating it is 'located in the rectum' rather than anterior to the rectum). This is a minor error that could cause confusion but is unlikely to cause direct harm. The product itself is a legal consumer product. The content is not harmful to individuals or groups. The marketing language is enthusiastic but not deceptive about product capabilities.

Ads Analysis

Ad Placement: The page includes cross-sell product recommendations (Standing O Penis Rings, OMG Ring Vibrator, Premium Condoms, Climax Delay Wipes, Glide Water-Based Lube) which function as internal promotional content. These are contextually relevant to the main product and sexual health category. The 'Has Ads: True' flag likely refers to these internal promotions or tracking pixels rather than third-party display advertising. • User Experience Impact: The cross-sell recommendations are placed after the main product content and FAQ, following a logical page flow. They do not obstruct the main content and are contextually relevant. The user experience appears clean with no indication of intrusive third-party advertising.

Recommendations

Critical Issues

• Factual inaccuracy in prostate anatomy description in FAQ section could mislead users and undermines medical credibility

• No safety or hygiene instructions for an insertable body-contact device represents a gap that could affect user safety

Improvements

• Correct the anatomical inaccuracy: the prostate is located anterior to the rectum (between the bladder and penis), not 'in the rectum'

• Add cleaning and maintenance instructions for the silicone device, including recommended cleaning products and sterilization methods

• Include safety warnings and contraindications (e.g., not for use with certain medical conditions, importance of using only water-based lubricants with silicone toys)

• Add a medical reviewer or sexual health expert attribution to the FAQ content to improve E-E-A-T signals

• Integrate customer reviews and ratings to provide social proof and user experience signals

• Add visible contact information or customer service links on the product page

• Expand FAQ content with more detailed guidance on first-time use, safety practices, and care instructions

Strengths

• Hims is a well-established, publicly traded telehealth brand with strong domain authority and positive reputation in men's health

• Product specifications are specific, detailed, and verifiable (35 vibration settings, waterproof rating, battery life, material type)

• Clean page structure with logical content flow from product features to usage instructions to FAQ to related products

• Consistent and appropriate brand voice for the target audience

• Proper structured data implementation with BreadcrumbList schema

• Contextually relevant cross-sell recommendations enhance the shopping experience without obstructing main content

249 https://hims.com/sexual-health/sex-kit 58

Confidence: 0.72 Should Rank Analysed: 18 Jun 2026 05:56

Scores at a Glance

58 PQ Score	55 E-E-A-T Overall	45 Experience	50 Expertise
65 Authoritativeness	60 Trust	60 Content Effort	55 Originality
65 Skill	60 Accuracy	68 Reputation	

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page to inform potential customers about the Premium Condoms and Lubricant Kit and facilitate purchase. It successfully communicates product features, pricing, subscription options, and use cases. • Rating Justification: This is a standard e-commerce product detail page from a reputable brand. It fulfills its commercial purpose adequately with product descriptions, pricing, subscription options, and feature highlights. However, it lacks user reviews, expert endorsements, detailed ingredient lists, and clinical backing for safety claims. The content is marketing-focused with moderate depth. For a sexual health product with mild YMYL considerations, the lack of medical expert attribution and clinical references reduces the rating from high.

E-E-A-T

Overall	55
Experience	45
Expertise	50
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Hims is a well-known, publicly traded telehealth brand with established reputation, Proper structured data (Product schema, BreadcrumbList) implemented, Legal/privacy footer links present (Terms, Privacy Policy, Consumer Health Data Privacy Policy), Product features are specific and informative (aloe-based, pH balanced, paraben-free, hexagon design) • Key Weaknesses: No author or medical expert attribution on the page, No customer reviews or ratings visible in the content excerpt, No explicit contact information visible on the page, Safety claims are vague and lack clinical citations, No About page link visible in main content • Trust Evidence: The page lacks author info, no explicit contact info in the excerpt, no About page link visible. However, the site has a privacy policy, terms & conditions, and consumer health data privacy policy linked in the footer. Structured data (Product schema) is correctly implemented. The brand is publicly traded and well-known. • Expertise Evidence: Product descriptions mention specific features (natural latex, hexagon design, aloe-based lubricant, pH balanced, paraben-free) that suggest some product development knowledge. However, there are no cited experts, no medical professionals credited, and no clinical references. The safety claim about STI prevention is vague ('when used correctly'). • Experience Evidence: The page is a product detail page (PDP) for a condom and lubricant kit sold by Hims, a known telehealth and wellness brand. There is no first-person user experience, no customer reviews visible in the excerpt, and no clinical or personal testimonials. The copy is marketing-driven rather than experiential. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company with significant brand recognition in men's health. The domain hims.com is an established, reputable brand. The breadcrumb and structured data are properly implemented. The company has an FDA-regulated telehealth platform, lending some authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Condoms are medical devices regulated by the FDA for STI prevention and contraception. The page makes health-related claims about STI prevention and product safety. The lubricant is described as safe for various applications and pH-balanced for vaginal health. These are health and safety claims that could affect user wellbeing. • Potential Harm: Misleading safety claims about condom effectiveness or lubricant compatibility could lead to unintended pregnancies or STI transmission. The note about lubricant not being safe with polyurethane condoms is present but could be missed. Insufficient safety information could harm users. • Standards Required: Higher standards of accuracy, transparency, and expert backing are required. Claims about STI prevention and product safety should be supported by clinical evidence or regulatory compliance statements. FDA clearance/approval status should be clearly stated.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product description with specific features and benefits, Pricing and subscription options clearly presented, Multiple use-case sections (all kinds of sex, sex toys, self love) address diverse user needs, Safety note about polyurethane condom incompatibility is included, Cross-sell section with related products adds value • Weaknesses: No customer reviews or ratings visible, No full ingredient list for the lubricant, No FDA clearance or regulatory information for condoms as medical devices, No size information for condoms, Safety claims lack clinical backing or specific effectiveness statistics • Mc Description: The main content is a product detail page featuring product description, key features (12 ultra-thin condoms, aloe-based lubricant), pricing ($29 subscription, $35 one-time), subscription options, feature highlights organized in numbered sections, lubricant-specific benefits, compatibility information, and cross-sell links to related products.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': "The domain hims.com is an established brand with years of operation in the men's health and telehealth space"} • {'source': 'Footer includes Privacy Policy, Terms & Conditions, and Consumer Health Data Privacy Policy, indicating legal compliance awareness'} • {'source': 'Structured data (Schema.org Product) is properly implemented, indicating technical credibility'} • {'source': 'The site references forhers.com as a sister brand, indicating a broader established health platform'}

Trust Analysis

Transparency: Moderate transparency. The brand is well-known and publicly traded, providing baseline trust. However, the product page itself lacks transparency about regulatory status, ingredient details, and expert backing. The asterisk disclaimer about polyurethane condoms is present but minimal. • Trust Factors: Hims is a publicly traded, well-known telehealth brand with established reputation, Legal footer links (Privacy Policy, Terms & Conditions, Consumer Health Data Privacy Policy) present, Proper structured data implementation, Subscription model with clear cancellation policy ('Pause or cancel whenever you'd like'), Safety disclaimer about lubricant and polyurethane condoms included • Distrust Factors: No contact information visible on the page, No author or medical expert attribution, No FDA clearance or regulatory compliance statement for condoms, No customer reviews or independent verification of product claims, No About page link visible in main content area

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'focus': "Men's health, telehealth, wellness products", 'domain': 'hims.com', 'company': 'Hims & Hers Health, Inc.'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes

Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward product detail page with clear commercial intent. Pricing is transparent with both subscription and one-time purchase options clearly shown. The subscription savings are accurately represented (17% savings). No hidden fees or misleading claims detected. The asterisk disclaimer about lubricant compatibility is present.

Harm Analysis

Severity: none • Harm Details: The page does not contain content harmful to individuals or groups. The product (condoms and lubricant) is a legitimate sexual health product. The safety disclaimer about polyurethane condoms is present. The STI prevention claim is appropriately hedged with 'when used correctly.' No deceptive health claims are made.

Ads Analysis

Ad Placement: The page has ads flagged but as an e-commerce product page, these are likely internal cross-sell promotions (Glide Water-Based Lube, Premium Condoms Kit) rather than third-party advertisements. These are standard e-commerce upsell/cross-sell placements. • User Experience Impact: The cross-sell section ('your one-stop shop') appears at the bottom of the page and does not obstruct the main product content. The placement is appropriate for an e-commerce context and does not negatively impact user experience.

Recommendations

Critical Issues

• No FDA clearance or regulatory compliance statement for condoms, which are FDA-regulated medical devices - this is a significant gap for a YMYL health product

• No customer reviews or independent verification of product quality and safety claims

Improvements

• Add customer reviews and ratings to provide social proof and independent verification of product claims

• Include FDA clearance or regulatory compliance information for the condoms as medical devices

• Provide a full ingredient list for the lubricant to support transparency and safety claims

• Add medical expert attribution or endorsement to strengthen YMYL credibility

• Include condom size specifications and more detailed usage instructions

• Add contact information (customer service) prominently on the page

• Strengthen STI prevention claims with specific effectiveness statistics and proper medical disclaimers

Strengths

• Established, publicly traded brand (Hims & Hers Health, Inc.) with strong market reputation

• Clear pricing transparency with both subscription and one-time purchase options

• Proper structured data implementation (Product schema, BreadcrumbList)

• Comprehensive feature coverage across multiple use cases and user needs

• Legal compliance infrastructure visible in footer (Privacy Policy, Terms, Consumer Health Data Privacy Policy)

250 https://hims.com/sexual-health/ultra-thin-condoms 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:56

Scores at a Glance

58	PQ Score	54	E-E-A-T Overall	45	Experience	50	Expertise
60	Authoritativeness	62	Trust	50	Content Effort	55	Originality
55	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page (PDP) for Hims Ultra Thin Condoms, enabling users to learn about the product and purchase it via one-time or subscription options. • Rating Justification: This is a standard e-commerce product detail page for a consumer health product (condoms) from a reputable, publicly traded telehealth company. The page fulfills its transactional purpose adequately with product descriptions, pricing, subscription options, and basic health information. However, it lacks depth: no customer reviews, no expert endorsements, no regulatory certifications cited, no detailed specifications (thickness measurements, tensile strength data), and no author/medical reviewer attribution. The content is marketing-oriented rather than informative. For a YMYL-adjacent product (sexual health/STI prevention), the standards are higher and the page falls short of High quality.

E-E-A-T

Overall	54
Experience	45
Expertise	50
Authoritativeness	60
Trust	62

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, well-known telehealth brand with established reputation, LegitScript approval badge present in footer, Accurate public health information about condom efficacy against STIs and pregnancy, Proper structured data (Product schema with pricing, availability, shipping) • Key Weaknesses: No author or medical expert attribution on the product page, No customer reviews or ratings visible in the content, No explicit regulatory certification (FDA clearance) mentioned for the condom product, No contact information directly on the page, No About page link visible in the main content area • Trust Evidence: LegitScript approval badge is present in the footer, indicating pharmacy legitimacy. The site has Terms & Conditions, Privacy Policy, Consumer Health Data Privacy Policy, and a Sitemap linked in the footer. Structured data (Product schema) is implemented correctly. However, no author info, no contact page link visible, no explicit FDA clearance statement for the condom product, and no customer reviews are present in the excerpt. • Expertise Evidence: The page mentions that latex condoms reduce risk of pregnancy, HIV, and STIs when used correctly — accurate public health information. Product features like hexagon design and ultra-thin construction are described. However, no medical professionals, authors, or experts are cited. No clinical data or certifications (e.g., FDA clearance, CE marking) are referenced in the visible content. • Experience Evidence: The page is a product listing page (PDP) for condoms sold by Hims, a known telehealth and wellness brand. There is no first-person user experience, no customer reviews visible in the excerpt, and no clinical or personal usage testimony. The brand markets itself as having 'spent years helping couples' but this is a marketing claim, not demonstrated experience. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company with significant brand recognition, LegitScript approval visible in the footer, and a broad product/service portfolio. The domain hims.com is established and reputable in the men's health space. The brand has media coverage and is listed on stock exchanges.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Condoms are a sexual health product used for STI prevention (including HIV) and pregnancy prevention. The page makes health claims about the product's efficacy in reducing risk of pregnancy, HIV, and other STIs. Incorrect information or misleading claims about condom effectiveness could lead to real-world health harm. This places the page in the health/safety YMYL category. • Potential Harm: If users rely on inaccurate or incomplete information about condom efficacy, proper usage, or product specifications, they could face unintended pregnancy or STI transmission including HIV. The stakes are moderate to high. • Standards Required: Higher E-E-A-T standards apply: medical/health expertise should be demonstrated, regulatory compliance (FDA clearance for condoms as Class II medical devices) should be stated, proper usage instructions should be prominent, and claims about STI/pregnancy prevention should be accurate and appropriately caveated.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear product description with key differentiating features highlighted, Pricing transparency with both subscription and one-time purchase options clearly shown, Accurate health information about condom benefits for STI and pregnancy prevention, Product specifications (material, size, quantity) are clearly presented, Cross-sell section adds value for users seeking complementary products • Weaknesses: Very low word count (541 words) for a health product page, No customer reviews or ratings visible, No FDA clearance or regulatory information disclosed, No latex allergy warning visible in the content, No detailed product specifications (thickness in microns, width, length), No usage instructions or safety information beyond a brief mention, No clinical testing data to support 'proprietary technology' claims • Mc Description: The main content is a product detail page featuring: product headline and description, key feature bullets (ultra thin, hexagon design, 12 condoms), pricing with subscription/one-time options, three numbered feature sections (sensitivity, strength, safe sex), product specifications (material, size, quantity), a health benefits section about latex condoms, brand positioning copy, and cross-sell products (lube, condom+lube kit).

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant market presence and media coverage'} • {'source': 'LegitScript approval badge visible in footer, indicating verified pharmacy/telehealth legitimacy'} • {'source': 'Established telehealth brand with broad product portfolio covering hair loss, ED, mental health, and sexual health'} • {'source': 'Links to Terms & Conditions, Privacy Policy, Consumer Health Data Privacy Policy, and Sitemap in footer'} • {'source': 'Structured data implementation (Product schema) demonstrates technical competence and transparency about product details'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and has legal/privacy documentation linked in the footer. However, the product page itself lacks transparency about regulatory status, product testing, and medical oversight. The brand identity is clear but individual accountability (authors, medical reviewers) is absent. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory oversight and public financial disclosures, LegitScript approval badge in footer indicating verified telehealth/pharmacy legitimacy, Privacy policy, terms and conditions, and consumer health data privacy policy linked, Accurate and appropriately caveated health claims about condom efficacy, Proper structured data markup with accurate pricing and availability information, Established brand with years of operation in the men's health space • Distrust Factors: No contact information directly accessible on the product page, No author or medical reviewer attribution for health claims, No FDA clearance or regulatory certification mentioned for the condom product, No customer reviews or independent validation of product claims, No latex allergy warning visible in the content excerpt, About page not linked from this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'domain': 'hims.com', 'sector': "Telehealth / Men's Health", 'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'legitscript': 'LegitScript Approved', 'stock_ticker': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected

Deception Analysis

Severity: none • Deception Details: The page is a straightforward e-commerce product page. Pricing is clearly displayed with both subscription and one-time purchase options. The subscription model (save up to 8%, shipped monthly) is disclosed with the ability to pause or cancel. No hidden fees or misleading pricing structures are evident. Product claims are marketing-oriented but not factually deceptive. The 'proprietary technology' claim for the hexagon design is unsubstantiated but is a common marketing practice rather than active deception.

Harm Analysis

Severity: none • Harm Details: The page does not contain content harmful to individuals or groups. The health claims made (condoms reduce risk of pregnancy, HIV, and STIs when used correctly) are accurate and appropriately caveated. The product itself (condoms) is a legitimate, beneficial health product. No misleading efficacy claims are made. The absence of latex allergy warnings is a minor omission but not actively harmful.

Ads Analysis

Ad Placement: The page is flagged as having ads present. Given this is an e-commerce product page on the brand's own website, the 'ads' likely refer to cross-promotional content for related products (Glide Water-Based Lube at $16, Premium Condoms and Lubricant Kit at $35) and possibly retargeting/analytics scripts (Google Tag Manager is implemented). These are standard e-commerce cross-sell placements rather than third-party display advertising. • User Experience Impact: The cross-sell product recommendations are contextually relevant and do not obstruct the main product content. They appear below the primary product information and add value by offering complementary products. No intrusive pop-ups or interstitials are evident from the content structure.

Recommendations

Critical Issues

• No FDA clearance or regulatory compliance information disclosed for a Class II medical device product

• No latex allergy warning visible in the content — a safety-critical omission for a latex product

Improvements

• Add FDA clearance/510(k) information or regulatory compliance statement for the condom product (Class II medical device)

• Include latex allergy warning prominently on the product page

• Add customer reviews and ratings to provide social proof and independent validation

• Include detailed product specifications (thickness in microns, nominal width, length, lubrication type/amount)

• Add medical reviewer or healthcare professional attribution to health claims

• Provide proper usage instructions or link to them prominently

• Add contact information (customer service phone/email/chat) directly accessible on the page

• Include clinical testing data or third-party certifications to support 'proprietary technology' claims

• Add an FAQ section addressing common questions about condom use, storage, and compatibility

Strengths

• Reputable, publicly traded brand (NYSE: HIMS) with LegitScript approval providing baseline trust

• Accurate and appropriately caveated health claims about condom efficacy for STI and pregnancy prevention

• Transparent pricing with clear subscription vs. one-time purchase options and cancellation policy

• Well-structured product page with features, specifications, and cross-sell sections

• Proper Schema.org Product structured data implementation with accurate pricing and availability

251 https://hims.com/sexual-health/water-based-lube 58

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:56

Scores at a Glance

58	PQ Score	55	E-E-A-T Overall	45	Experience	50	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	60	Originality
60	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page for a water-based personal lubricant, enabling users to learn about the product's features, ingredients, and safety profile, and to make a purchase. It successfully communicates key selling points and provides an add-to-cart function. • Rating Justification: This is a standard e-commerce product detail page from a reputable, publicly traded health and wellness brand. It fulfills its basic commercial purpose adequately with product descriptions, ingredient highlights, use-case information, and purchase functionality. However, it lacks customer reviews, clinical backing, author/expert attribution, and detailed ingredient lists (full INCI list not shown). The content is marketing-oriented rather than informational, and the 768-word count is thin for a health-adjacent product page. It meets the needs of a transactional query but does not exceed expectations.

E-E-A-T

Overall	55
Experience	45
Expertise	50
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Hims is a well-known, publicly traded telehealth company with established brand authority, Correct and responsible product safety disclaimer (polyurethane condom incompatibility noted twice), Proper structured data implementation (Product schema, BreadcrumbList), Transparent ingredient disclosure (aloe vera, green tea extract, hemp seed), Legal footer with privacy policy, terms, and consumer health data privacy policy • Key Weaknesses: No author or medical reviewer identified on the page, No customer reviews or ratings visible in the content excerpt, No clinical studies or third-party certifications cited for product claims, No contact information on the product page itself, Claims like '92% natural ingredients' and 'majority of organic ingredients' are unverified and potentially misleading without certification • Trust Evidence: The page includes proper structured data (Product schema with pricing, availability, shipping), a breadcrumb trail, legal footer with copyright, privacy policy, terms & conditions, and consumer health data privacy policy links. No contact info or author info is present on this specific page. The brand is a known public company, which adds baseline trust. • Expertise Evidence: Product descriptions mention pH balancing, fragrance-free and paraben-free formulation, compatibility with condoms (with a correct caveat about polyurethane), and ingredient rationale (aloe vera, green tea extract, hemp seed). These reflect basic product knowledge but lack clinical citations, dermatologist endorsements, or expert authorship. No medical or scientific credentials are displayed. • Experience Evidence: The page is a product detail page (PDP) for a personal lubricant sold by Hims, a publicly traded telehealth and wellness company. There is no first-person user experience, no customer reviews visible in the excerpt, and no clinical testing citations. The brand claims 'years' of experience helping customers with sexual health products but provides no verifiable evidence. • Authoritativeness Evidence: Hims (Hims & Hers Health, Inc.) is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in men's and women's health. The domain hims.com is an established, reputable e-commerce and telehealth platform. The breadcrumb and structured data confirm this is an official brand product page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Personal lubricants are products applied to intimate body areas and used with condoms and sex toys. They can affect vaginal pH, cause allergic reactions, disrupt microbiome health, or interact with contraceptive devices. The page makes health-related claims (pH balanced for vaginal health, fragrance- and paraben-free for sensitive areas, safe for bodies). This places it in the health/safety YMYL category at a moderate risk level. • Potential Harm: Incorrect or misleading product safety information could lead users to use the product in ways that cause irritation, infection, or contraceptive failure (e.g., incorrect condom compatibility guidance). The polyurethane condom disclaimer is present and correct, which mitigates some risk. • Standards Required: Higher standards of accuracy, transparency, and expert review are expected. Ideally, a dermatologist or gynecologist review, full ingredient list (INCI), and clinical safety data should be present or referenced.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear product purpose and key benefits communicated efficiently, Important safety disclaimer about polyurethane condoms repeated appropriately, Ingredient transparency with rationale for key components, Cross-sell section adds value for users seeking complementary products, Conversational, accessible tone reduces stigma around sexual health products • Weaknesses: No full ingredient list (INCI) provided — critical for a body-applied product, No usage instructions or dosage guidance, No customer reviews or ratings visible, Content is repetitive — same benefits restated across multiple sections without adding new information, 768 words is thin for a health-adjacent product page; lacks depth, No H2 headings for content organization (only H1 present) • Mc Description: The main content is a product detail page for 'Glide Water-Based Lube' by Hims. It includes a product hero section with pricing ($16/bottle) and add-to-cart functionality, three feature callouts (compatibility, gentleness, natural ingredients), benefit highlights (natural feel, no stickiness, easy cleanup), ingredient spotlights (aloe vera, green tea extract, hemp seed), formula attribute badges (92% natural, fragrance-free, paraben/glycerin-free), a brand credibility section, and cross-sell products (condoms, lube+condom kit).

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims is a well-covered telehealth brand with extensive press coverage in major publications (Forbes, WSJ, TechCrunch, etc.)'} • {'source': 'The site includes a Consumer Health Data Privacy Policy, indicating compliance with state-level health data privacy laws (e.g., Washington My Health MY Data Act)'} • {'source': 'Footer includes Terms & Conditions, Privacy Policy, and Sitemap — standard trust signals for e-commerce'}

Trust Analysis

Transparency: Moderate transparency. The brand identity is clear (Hims & Hers Health, Inc.), legal information is present in the footer, and product safety caveats are included. However, the page lacks ingredient transparency (no full INCI list), expert attribution, and direct contact information, which are important for a health-adjacent personal care product. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory and financial accountability, Established brand with years of operation in telehealth and wellness, Proper legal footer with privacy policy, terms, and consumer health data privacy policy, Correct product safety disclaimers (polyurethane condom incompatibility), Structured data implementation demonstrates technical investment in quality, Breadcrumb navigation confirms legitimate site architecture • Distrust Factors: No contact information on the product page, No author or medical reviewer identified, No About page linked from this product page, Unverified claims ('92% natural,' 'majority of organic ingredients') without certification, No full ingredient list (INCI) — unusual omission for a body-applied product, No customer reviews visible, which are important trust signals for e-commerce

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'industry': 'Telehealth and direct-to-consumer wellness', 'stock_ticker': 'NYSE: HIMS', 'regulatory_status': 'Publicly traded, subject to SEC reporting requirements'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is a straightforward product detail page with no deceptive design patterns, hidden content, or misleading information. The marketing claims ('92% natural,' 'majority of organic') are common industry puffery but do not constitute deception in the legal or quality rater sense. The polyurethane condom disclaimer is prominently noted. Pricing is clearly displayed ($16 one-time, $15 in structured data — minor discrepancy worth noting but likely a subscription vs. one-time price difference).

Harm Analysis

Severity: none • Harm Details: The page does not contain content harmful to individuals or groups. The product safety information is generally accurate and responsible. The polyurethane condom incompatibility warning is correctly stated. Unverified claims about 'organic' and 'natural' percentages are minor marketing exaggerations common in the personal care industry but do not rise to the level of harmful misinformation. The page does not make medical treatment claims.

Ads Analysis

Ad Placement: The page is flagged as having ads, but based on the content excerpt, the 'ads' appear to be internal cross-sell product recommendations (Ultra Thin Condoms at $24, Premium Condoms and Lubricant Kit at $35) rather than third-party display advertising. These are standard e-commerce upsell/cross-sell placements. • User Experience Impact: The cross-sell placements are contextually relevant (complementary sexual health products) and do not appear to obstruct the main content or purchase flow. They are positioned after the primary product content, which is appropriate.

Recommendations

Critical Issues

• Missing full INCI ingredient list — essential for a body-applied personal care product, especially given YMYL health/safety classification

• Unsubstantiated percentage claims ('92% natural,' 'majority of organic') without certification could be flagged as misleading under FTC guidelines

Improvements

• Add a complete INCI ingredient list with clear labeling — this is standard for personal care products and critical for consumer safety and trust

• Include customer reviews and ratings on the product page to provide social proof and authentic user experience signals

• Add a medical or dermatological reviewer attribution (e.g., 'Reviewed by [Name], MD, Dermatology') to strengthen E-E-A-T for this health-adjacent product

• Provide third-party certification or substantiation for '92% natural ingredients' and 'majority of organic ingredients' claims (e.g., COSMOS, USDA Organic, or EWG Verified)

• Add usage instructions and dosage guidance to improve utility and reduce potential misuse

• Include contact information or a clear link to customer support on the product page

• Add H2 headings to improve content structure and SEO

• Resolve the minor price discrepancy between the on-page price ($16) and structured data price ($15)

Strengths

• Established, publicly traded brand (Hims & Hers Health, Inc.) with strong market reputation and regulatory accountability

• Correct and prominently repeated safety disclaimer regarding polyurethane condom incompatibility

• Well-implemented structured data (Product schema, BreadcrumbList) supporting search engine understanding

• Contextually relevant cross-sell products that add value without obstructing the main content

• Accessible, stigma-reducing tone appropriate for the sexual health category

252 https://hims.com/telehealth-consent 58

Confidence: 0.75 **Should Rank** Analysed: 18 Jun 2026 05:37

Scores at a Glance

58	PQ Score	66	E-E-A-T Overall	55	Experience	70	Expertise
72	Authoritativeness	68	Trust	75	Content Effort	65	Originality
72	Skill	74	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as an informed consent document for patients using Hims & Hers telehealth services, covering telehealth use, risks, benefits, data privacy, laboratory services, emergency protocols, and patient acknowledgments required before using the service. • Rating Justification: This is a legitimate telehealth informed consent document from a real, publicly traded healthcare company. It fulfills its functional purpose as a legal consent form with comprehensive coverage of risks, benefits, privacy, and patient rights. However, it lacks author attribution, has no heading structure, contains ads inappropriate for a medical consent context, and has no contact information on the page. For a YMYL health/legal document, these gaps prevent a high or high_plus rating. The content itself is substantive and legally thorough, warranting at least medium quality.

E-E-A-T

Overall	66
Experience	55
Expertise	70
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Transparent disclosure of commercial relationships with named pharmacy and lab partners, Includes emergency safety information prominently (911, 988 Lifeline), References legitimate regulatory frameworks (CMS Open Payments, state medical boards), Specific California regulatory notices with contact information, Clear last-updated date, Covers comprehensive telehealth risks, benefits, and patient rights • Key Weaknesses: No identified author or legal/medical professional credited for the document, No direct contact information on the page itself, Ads present on a medical-legal consent page raises trust concerns, No structured data or semantic markup to support content verification, Missing H1/H2 headings reduces document navigability and credibility signals, No images, diagrams, or supplementary materials to aid comprehension • Trust Evidence: The page provides a legitimate legal consent document with a specific last-updated date (February 4, 2026), emergency contact information (911, 988 hotline, 1-800-368-0038), state regulatory board contact information, and transparent disclosure of commercial/financial relationships with pharmacy and lab partners. However, there is no contact info on the page itself, no author attribution, and ads are present on a medical consent page. • Expertise Evidence: The consent form demonstrates legal and medical expertise through comprehensive coverage of telehealth risks, HIPAA-aligned privacy disclosures, Open Payments Act compliance, state-specific regulatory notices, and detailed laboratory testing consent language. The document references specific regulatory frameworks (federal Physician Payments Sunshine Act, CMS Open Payments). However, no individual medical or legal authors are identified. • Experience Evidence: The document is a legal/medical consent form from Hims & Hers Health, Inc., a publicly traded telehealth company. It reflects operational experience in telehealth delivery, referencing specific pharmacy partners, lab partners (Quest Diagnostics, Grail Inc.), and state-specific regulatory compliance (California Medical Board, BBS). The company has real-world experience operating telehealth services at scale. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) operating a legitimate telehealth platform. The document references authoritative third parties including Quest Diagnostics, CMS Open Payments database, 988 Suicide & Crisis Lifeline, and state medical boards. The company has an About page and is a recognized entity in the telehealth industry.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is unambiguously YMYL. It is a medical informed consent document governing the delivery of healthcare and mental health services via telehealth. It directly affects patients' medical decisions, treatment options, privacy of health information, and understanding of risks associated with medical care. It also covers laboratory testing, prescription medications, and mental health services. • Potential Harm: Misunderstanding or inadequate disclosure in this consent could lead patients to make uninformed decisions about their healthcare, fail to seek emergency care when needed, misunderstand privacy risks of their medical data, or be unaware of limitations in telehealth diagnosis and treatment. Mental health service risks are also disclosed. • Standards Required: Highest standards of accuracy, legal compliance, medical accuracy, transparency, and clear communication are required. The document must accurately represent patient rights, risks, and provider limitations. State and federal regulatory compliance is mandatory.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all major telehealth consent topics, Clear emergency safety information with specific hotline numbers, Transparent disclosure of commercial relationships with named partners, State-specific regulatory compliance information included, Patient rights clearly articulated including right to withdraw consent, Laboratory testing risks and voluntary nature clearly stated • Weaknesses: No heading structure (H1/H2) making navigation difficult for a 3,387-word document, Heavy use of all-caps in opening section may reduce readability, No table of contents or anchor links for a lengthy legal document, No plain-language summary for patients who may struggle with legal terminology, Future-dated 'last updated' date (February 4, 2026) is unusual and potentially confusing • Mc Description: The main content is a comprehensive telehealth informed consent document covering: purpose and scope, telehealth use definition, anticipated benefits, potential risks, emergency protocols, data privacy and protection, laboratory products and services consent, Open Payments notice, and detailed patient acknowledgments. It is written in formal legal language with some all-caps sections for emphasis.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company on NYSE (HIMS) • References to legitimate regulatory bodies (CMS, state medical boards) • Named partnerships with Quest Diagnostics and Grail, Inc. (established companies) • California Medical Board and BBS contact information provided

Trust Analysis

Transparency: The page demonstrates reasonable transparency through disclosure of commercial relationships, named partners, financial relationships with provider employers, and patient rights. However, the absence of direct contact information and author attribution on a YMYL medical consent document reduces overall transparency. • Trust Factors: Publicly traded company with regulatory oversight, Transparent disclosure of all commercial and financial relationships, References to legitimate regulatory frameworks and compliance, Emergency contact information prominently displayed, State-specific regulatory compliance notices, Clear patient rights including right to withdraw consent, Specific phone number and hours for technical support provided • Distrust Factors: No contact information directly on the consent page, No author or legal/medical professional attribution, Ads present on a medical consent page is inappropriate, Future-dated last updated date (February 4, 2026) raises questions, No structured data to verify organizational identity, Clause requiring patients not to submit Medicare claims may be legally complex

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'regulatory_status': 'Subject to state medical board oversight, HIPAA, and federal telehealth regulations'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page does not appear deceptive. It is a straightforward legal consent document that discloses risks, limitations, commercial relationships, and patient rights. The all-caps formatting in the opening is a standard legal convention for highlighting important terms, not a deceptive design pattern. The future-dated last updated date is unusual but not necessarily deceptive.

Harm Analysis

Severity: none • Harm Details: The page does not contain harmful content. It is a legal consent document that transparently discloses risks, limitations, and patient rights. It includes prominent emergency safety information. The disclosure that technology may be in beta testing phase and that results cannot be guaranteed is honest and protective of patients. No misleading claims are made about treatment efficacy.

Ads Analysis

Ad Placement: Ads are reported as present on the page. The specific placement is not detailed in the page structure data, but any advertising on a medical informed consent document is contextually inappropriate. • User Experience Impact: The presence of ads on a medical-legal consent document is inappropriate for the context. Patients reviewing a telehealth consent form should not be exposed to advertising, as it may distract from important medical and legal information, reduce the perceived seriousness of the consent process, and potentially undermine trust in the document's integrity.

Recommendations

Critical Issues

• Ads present on a medical informed consent document is contextually inappropriate and may undermine patient trust in the consent process

• Future-dated last updated date (February 4, 2026) needs verification and correction as it raises credibility questions

• No contact information on the page itself for a YMYL medical-legal document is a significant trust gap

Improvements

• Add proper H1 and H2 heading structure to improve document navigation and accessibility for a 3,387-word legal document

• Remove or relocate advertising from this medical consent page to maintain appropriate context and user trust

• Add direct contact information (email, phone, address) to the page for patient inquiries about the consent

• Attribute the document to specific legal and/or medical professionals who drafted or reviewed it

• Verify and correct the last updated date (February 4, 2026 appears to be future-dated)

• Add structured data markup (Organization, MedicalWebPage) to support content verification

• Consider adding a plain-language summary section for patients who may struggle with legal terminology

• Add a table of contents with anchor links for easier navigation of the lengthy document

Strengths

• Comprehensive and legally thorough coverage of all major telehealth consent topics including risks, benefits, privacy, and patient rights

• Transparent and specific disclosure of all commercial and financial relationships with named pharmacy and laboratory partners

• Prominent emergency safety information with specific hotline numbers (911, 988) and technical support contact

• State-specific regulatory compliance notices with actionable contact information for California patients

• Clear articulation of patient rights including the right to withdraw consent without prejudice

253 https://hims.com/terms-and-conditions 65

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:35

Scores at a Glance

62 PQ Score	68 E-E-A-T Overall	55 Experience	70 Expertise
75 Authoritativeness	72 Trust	82 Content Effort	60 Originality
78 Skill	70 Accuracy	72 Reputation	

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as the legal terms and conditions agreement for users of the Hims & Hers telehealth platform, covering service usage, subscription terms, medical disclaimers, arbitration, privacy, and financial responsibilities. • Rating Justification: This is a legitimate Terms and Conditions page from a real, publicly traded telehealth company. The content is comprehensive, professionally drafted, and serves its intended legal purpose. However, the future last-updated date (June 2, 2026) is a significant credibility concern, the page lacks proper heading structure, has no structured data, and the presence of ads on a legal terms page is slightly unusual. The content itself is high quality for its type but the technical implementation and the anomalous future date prevent a higher rating.

E-E-A-T

Overall	68
Experience	55
Expertise	70
Authoritativeness	75
Trust	72

E-E-A-T Analysis

Key Strengths: Clearly identifies the operating company (Hims & Hers Health, Inc.) and all third-party partners by name, Provides specific contact information including phone number and email for customer support, Includes detailed state-specific compliance information, Comprehensive coverage of subscription terms, cancellation policies, and refund conditions, Prominent disclosure of arbitration clause and class action waiver • Key Weaknesses: Last updated date of June 2, 2026 appears to be a future date, which is suspicious and undermines credibility, No H1 or H2 headings making navigation difficult for users, No author or legal team attribution for the document, No structured data markup, Absence of contact info in page metadata despite contact details within content • Trust Evidence: The page provides a last-updated date (June 2, 2026 - which appears to be a future date, raising a minor concern), clear identification of the company, named third-party partners, contact information (1-800-368-0038, Customer Help Center email), cancellation procedures, and financial responsibility disclosures. The arbitration clause and class action waiver are disclosed prominently. • Expertise Evidence: The document demonstrates legal and healthcare regulatory expertise through detailed arbitration clauses, HIPAA-adjacent privacy disclosures, state-specific compliance notes (NY, NJ, RI lab payment requirements), medical disclaimer language, and clear delineation of provider vs. platform responsibilities. The language is professionally drafted legal content. • Experience Evidence: The terms and conditions reflect real operational experience: specific pharmacy partners (Apostrophe Pharmacy, XeCare, Curexa, etc.), specific lab partners (Quest Diagnostics, GRAIL, LabCorp), named medical groups across multiple states, and detailed subscription/cancellation policies that reflect actual business operations. The document references real-world processes like prescription transfers, at-home collection kits, and weight loss membership tiers. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) operating a legitimate telehealth platform. The document references real, verifiable third-party partners including Quest Diagnostics, LabCorp, GRAIL, and Klarna. The terms are comprehensive and reflect industry-standard legal practices for telehealth platforms.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page governs a telehealth platform that provides prescription medications, medical consultations, laboratory testing (including cancer screening), and mental health services. The terms directly affect users' health decisions, financial obligations for medical services, and legal rights regarding healthcare disputes. It also covers financial aspects (subscription billing, insurance non-participation) that affect users' financial security. • Potential Harm: Users who misunderstand or are misled by these terms could make uninformed decisions about their healthcare, waive important legal rights (class action, jury trial), incur unexpected financial obligations for medical services, or fail to seek appropriate emergency care. The arbitration clause and class action waiver have significant legal implications. • Standards Required: Highest standards of accuracy, transparency, and legal compliance are required. The terms must accurately represent the services offered, clearly disclose all financial obligations, and comply with healthcare regulations including telehealth laws, HIPAA, and state-specific medical practice requirements.

Main Content

MC Quality	high
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Extremely comprehensive coverage of all service aspects, Clear identification of all third-party partners and their roles, Detailed cancellation and refund policies with specific timeframes, Prominent disclosure of arbitration clause and opt-out rights, State-specific compliance information for NY, NJ, and RI, Emergency care disclaimer prominently placed • Weaknesses: No heading structure (H1, H2) making the document difficult to navigate, Future last-updated date (June 2, 2026) undermines document credibility, No table of contents for a 15,000+ word document, Dense legal language may be inaccessible to average users, No images or visual aids to help explain complex subscription structures • Mc Description: The main content is a comprehensive legal terms and conditions agreement for the Hims & Hers telehealth platform. It covers user agreement acceptance, service description, relationships with medical providers, financial responsibilities, subscription management, prescription services, weight loss membership, laboratory services, privacy, arbitration, and various legal disclaimers.

Trust & Reputation

Trust Level	high
Reputation Score	72
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company on NYSE (ticker: HIMS) • Partners with established entities including Quest Diagnostics, LabCorp, GRAIL, and Klarna • Operates under telehealth regulatory frameworks across multiple states

Trust Analysis

Transparency: The page is largely transparent about the company's identity, business relationships, financial obligations, and legal terms. The future last-updated date is the primary transparency concern, as it suggests either a dating error or pre-publication of future terms, which could confuse users about which version of the terms applies to them. • Trust Factors: Publicly traded company with verifiable corporate identity, Named, verifiable third-party partners (Quest Diagnostics, LabCorp, GRAIL, Klarna), Provides phone number (1-800-368-0038) and email contact for customer support, Has About page, Detailed state-specific compliance information demonstrates regulatory awareness, Clear disclosure of arbitration terms and opt-out rights, Explicit emergency care disclaimer • Distrust Factors: Last updated date of June 2, 2026 is a future date - significant credibility concern, No author or legal team attribution, Ads present on a legal terms page, No structured data markup, Contact info present in content but not in page metadata

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'industry': 'Telehealth / Digital Health', 'websites': ['www.hims.com', 'www.forhers.com'], 'stock_listing': 'NYSE: HIMS'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: Future last-updated date (June 2, 2026) is anomalous but more likely a drafting error than spam

Deception Analysis

Severity: minor • Deception Details: The page does not appear to be deceptive in its purpose, design, or information. The terms are clearly presented as legal terms and conditions. The arbitration clause and class action waiver are disclosed prominently in all-caps at the top of the document. The future last-updated date (June 2, 2026) is anomalous and could be considered misleading about when the terms were last revised, but this appears more likely to be a drafting or publishing error than intentional deception.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. The arbitration clause and class action waiver, while potentially disadvantageous to consumers, are legal and disclosed prominently. The medical disclaimers appropriately direct users to seek emergency care when needed. The financial responsibility disclosures are clear about the cash-pay nature of the service.

Ads Analysis

Ad Placement: Ads are reported as present on this page, though their specific placement is not detailed in the page structure data. The presence of ads on a legal terms and conditions page is unusual. • User Experience Impact: Ads on a legal terms page are generally inappropriate as they can distract users from reading important legal content they are agreeing to. However, without knowing the specific placement and nature of the ads, the impact may be minimal if they are non-intrusive.

Recommendations

Critical Issues

• Future last-updated date (June 2, 2026) is a significant credibility issue that must be investigated and corrected - this could indicate a publishing error or raise questions about document authenticity

• Absence of any heading structure (H1, H2) on a 15,000+ word legal document makes it inaccessible and difficult to navigate, potentially preventing users from finding and reading important terms

Improvements

• Correct the last-updated date if June 2, 2026 is erroneous, or clarify if these are prospective terms

• Add proper H1 and H2 heading structure to improve navigation and accessibility

• Implement a table of contents with anchor links for this 15,000+ word document

• Add structured data markup (LegalDocument schema) to help search engines understand the content

• Remove or relocate ads from this legal terms page to avoid distracting users from important legal content

• Add contact information to page metadata and footer for better discoverability

• Consider adding a plain-language summary section at the top for key terms

Strengths

• Comprehensive and detailed coverage of all service aspects including subscription management, medical provider relationships, and financial obligations

• Clear identification of all named third-party partners (pharmacies, labs, medical groups) with specific entity names

• Prominent disclosure of arbitration clause and class action waiver in all-caps at document opening

• State-specific compliance information demonstrating regulatory awareness

• Specific contact information provided including phone number and email for customer support

• Legitimate, publicly traded company with verifiable corporate identity and established market presence

254 https://hims.com/treatment/finasteride-minoxidil-supplement-blend-chewable-info 55

Confidence: 0.65 Needs Work Analysed: 18 Jun 2026 05:55

Scores at a Glance

55	PQ Score	63	E-E-A-T Overall	55	Experience	70	Expertise
65	Authoritativeness	62	Trust	72	Content Effort	65	Originality
68	Skill	70	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a medication overview/patient guide for a compounded finasteride + minoxidil + supplement chewable product offered through the Hims telehealth platform, intended to inform existing patients about proper use, risks, and expectations. • Rating Justification: The page contains substantive, clinically detailed medication information appropriate for a patient medication guide. It covers mechanism of action, dosing, contraindications, side effects with statistical data, and safety warnings. However, the absence of named medical authors/reviewers, the lack of visible contact information, the compounded (non-FDA-approved) nature of the product, and strong indicators in the page code that this URL may be returning a 404 error state (the Next.js code shows 404 page components being rendered) significantly limit the quality rating. For a YMYL health page, these gaps prevent a High or High+ rating.

E-E-A-T

Overall	63
Experience	55
Expertise	70
Authoritativeness	65
Trust	62

E-E-A-T Analysis

Key Strengths: Detailed clinical information including mechanism of action, contraindications, and side effect statistics, Explicit FDA regulatory disclosure that the product is a compounded drug not FDA-approved, Emergency stop instructions and MedWatch reporting link, Structured data implementation (Product schema), Transparent disclosure of treatment limitations and misdiagnosis risks • Key Weaknesses: No named author or medical reviewer identified on the page, No visible contact information in the page content, No About page link visible, Page appears to be a 404 error state based on the Next.js rendering code, suggesting the actual content may not be properly served, Compounded drug product with explicit FDA non-approval disclosure raises YMYL risk • Trust Evidence: The page includes structured data (Product schema), explicit FDA regulatory disclosures (compounded drug not FDA-approved), contraindication lists, emergency stop instructions, and links to FDA MedWatch. It discloses limitations of the treatment and risks of misdiagnosis. However, it lacks named authors, lacks a visible About page link, and has no contact info visible in the page content. The page appears to be a patient-facing medication guide delivered post-prescription. • Expertise Evidence: The content demonstrates medical knowledge: accurate mechanism-of-action descriptions for finasteride and minoxidil, specific dosage information, contraindications, side effect statistics from clinical trials (e.g., 1.2%-1.8% sexual dysfunction rates), PSA interaction warnings, and FDA regulatory status disclosures. The level of clinical detail is consistent with medically reviewed content. • Experience Evidence: The page is a medication overview from Hims, a telehealth company. It references clinical trial data, dermatologist formulation, and provider-patient interaction. However, there is no named author, no individual clinician credited, and no first-hand patient experience shared. The content reads as institutionally produced rather than experientially grounded. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with regulatory oversight as a licensed telehealth platform. The page references FDA guidance, DEA disposal resources, and MedWatch reporting. However, no specific medical author, reviewer, or credentialed professional is named on this page, which weakens authoritativeness signals.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page provides detailed medical information about prescription medications (finasteride and minoxidil), including dosing instructions, contraindications, drug interactions, side effects, and emergency stop criteria. It directly impacts health decisions for patients taking these medications. • Potential Harm: Incorrect or incomplete information could lead patients to take medications unsafely, miss critical contraindications (e.g., heart disease, pregnancy exposure), fail to recognize serious side effects requiring emergency care, or misunderstand the non-FDA-approved compounded nature of the product. • Standards Required: Highest standards of medical accuracy, clear authorship by qualified medical professionals, transparent disclosure of risks and regulatory status, and easy access to professional medical support. The page partially meets these standards but falls short on authorship transparency.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Comprehensive coverage of all standard medication guide sections, Specific clinical trial statistics for side effects (e.g., exact percentages for sexual dysfunction), Clear contraindication list covering multiple drug interactions and medical conditions, Emergency stop criteria clearly listed, Practical FAQ addressing common patient concerns, Transparent disclosure of compounded/non-FDA-approved status, Links to FDA MedWatch and DEA disposal resources • Weaknesses: No named medical author or reviewer, No date of last review or update, Depression risk source cited only as 'MEDPAGETODAY.ORG' without specific study reference, Page rendering code suggests possible 404 error state, meaning content accessibility is uncertain, No H2 headings used despite long content, reducing navigability, Duplicate FAQ question about tight hairstyles appears twice in the content • Mc Description: A comprehensive patient medication guide for a compounded finasteride (1.2mg) + minoxidil (3mg) + supplement blend chewable tablet. Covers how the medication works, dosing instructions, expected treatment timeline, dietary restrictions, contraindications, side effects (common and rare), FAQ, storage, disposal, and important disclosures about treatment limitations.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company on NYSE (ticker: HIMS), providing verifiable corporate accountability'} • {'source': 'Hims operates as a licensed telehealth platform subject to state medical board regulations and pharmacy regulations'} • {'source': 'The company has received significant press coverage from major financial and health media outlets'} • {'source': 'Hims references FDA MedWatch and DEA disposal resources, indicating alignment with federal regulatory frameworks'} • {'source': 'Structured data (Product schema) and telemedicine disclosure present, indicating compliance awareness'}

Trust Analysis

Transparency: Moderate transparency. The page is clear about the regulatory status of the product (compounded, not FDA-approved), the limitations of treatment, and the risks involved. However, it lacks transparency about who authored or reviewed the medical content, when it was last updated, and how to contact the company directly from this page. • Trust Factors: Publicly traded company with regulatory accountability, Explicit FDA regulatory disclosure (compounded drug not FDA-approved), References to legitimate external resources (FDA MedWatch, DEA disposal lookup), Telemedicine disclosure present, Emergency contact instructions (911) and provider messaging options provided, Encourages patients to share information with in-person healthcare providers, Structured data implementation • Distrust Factors: No named medical author or reviewer on the page, No visible contact information in page content, No About page link visible in the content, Page code suggests possible 404 error rendering, raising questions about content accessibility, Product is a compounded drug not FDA-approved for its intended use, No date of last medical review, Depression risk source cited without specific study reference

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'medical_team': 'References dermatologist formulation and healthcare providers but no specific individuals named', 'regulatory_status': 'Licensed telehealth platform operating across multiple US states'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is specific to a proprietary compounded product formulation, suggesting original creation, Comprehensive length and clinical detail inconsistent with scaled/automated spam content

Deception Analysis

Severity: none • Deception Details: The page does not appear deceptive. It explicitly discloses that the product is a compounded drug not FDA-approved, lists extensive risks and contraindications, and encourages consultation with in-person healthcare providers. The purpose of the page (medication guide for existing patients) is clear from the content.

Harm Analysis

Severity: none • Harm Details: The page does not appear to be harmful or misleading. It explicitly discloses the non-FDA-approved compounded nature of the product, lists extensive contraindications, provides emergency stop criteria, and encourages patients to share information with their in-person healthcare team. The content is designed to protect patient safety rather than obscure risks.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, but the main content excerpt does not show obvious intrusive ad placements within the medication guide content itself. The page appears to be a patient-facing medication guide where ads would be minimal. • User Experience Impact: Minimal apparent impact on the medication guide content based on available information. The structured nature of the medication guide content suggests ads are not obstructing the primary medical information.

Recommendations

Critical Issues

• The Next.js page rendering code strongly indicates this URL is returning a 404 error page rather than the actual medication guide content, which would make the page inaccessible to users and unfindable by search engines

• No named medical author or reviewer for a YMYL health page covering prescription medication information - this is a critical gap for Google's E-E-A-T standards

Improvements

• Add named medical author(s) and reviewer(s) with credentials (e.g., 'Medically reviewed by Dr. [Name], MD, Dermatology')

• Include a date of last medical review and update schedule

• Add visible contact information for the Hims medical team or customer support

• Fix the apparent 404 error rendering issue - the Next.js code shows 404 page components being served at this URL

• Add H2 headings to improve content navigation and structure

• Remove the duplicate FAQ question about tight hairstyles

• Provide a specific citation and link for the depression risk study referenced from MedPageToday

• Add an About page link or section explaining Hims' medical team and review process

• Include a link to the full prescribing information or package insert

• Add a last-updated timestamp to the page

Strengths

• Comprehensive clinical content covering all standard medication guide sections with appropriate medical detail

• Explicit and prominent disclosure of the compounded/non-FDA-approved status of the product

• Detailed contraindication list and emergency stop criteria that prioritize patient safety

• References to legitimate external resources (FDA MedWatch, DEA disposal) and encouragement to consult in-person healthcare providers

• Transparent disclosure of treatment limitations, misdiagnosis risks, and the non-100% effectiveness of the treatment

255 https://hims.com/weight-loss 62

Confidence: 0.78 **Should Rank** Analysed: 18 Jun 2026 05:35

Scores at a Glance

62 PQ Score	67 E-E-A-T Overall	62 Experience	65 Expertise
72 Authoritativeness	68 Trust	65 Content Effort	60 Originality
70 Skill	72 Accuracy	72 Reputation	

Page Quality

PQ Rating	medium_plus
PQ Score	62

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page for Hims weight loss services, allowing men to explore GLP-1 medication options, understand pricing, read testimonials, and initiate a consultation. It successfully communicates the product offerings and conversion pathways. • Rating Justification: This is a YMYL page (prescription medication for weight loss) from a legitimate, publicly traded telehealth company. The page demonstrates reasonable expertise through accurate medical information, proper regulatory disclosures, and named medical professionals. However, it is primarily a commercial/transactional landing page rather than an informational resource. It lacks depth of medical information, has no author attribution, no visible contact info, and the content is largely promotional. The page meets basic quality standards for a commercial telehealth product page but falls short of the higher standards required for YMYL health content. The presence of safety information and accurate FDA disclosures prevents a lower rating.

E-E-A-T

Overall	67
Experience	62
Expertise	65
Authoritativeness	72
Trust	68

E-E-A-T Analysis

Key Strengths: Accurate FDA approval status disclosures for each medication, Transparent pricing with membership fee disclosures, Named medical expert (Dr. Craig Primack) referenced, Safety information links provided for each medication, Verified customer reviews with before/after documentation, Proper trademark attributions and regulatory disclaimers • Key Weaknesses: No visible contact information or customer service details, No About page link in visible content, Dr. Primack's credentials not detailed on this page, Customer results disclaimer notes compensation and lack of independent verification, No author attribution for any content, Missing H1 heading is a structural concern • Trust Evidence: The page includes important safety information links, prescription requirement disclosures, pricing transparency with footnotes, trademark attributions, and regulatory disclaimers. It discloses that Ozempic/Mounjaro are FDA-approved for type 2 diabetes (not weight loss) and require clinical eligibility. However, there is no visible contact information, no About page link, no author bylines, and the page lacks a physical address or customer service number in the visible content. • Expertise Evidence: The page references 'Dr. Craig Primack' as an in-house expert with 'decades of clinical excellence,' and mentions a 'dedicated Care Team' of licensed healthcare providers. The page correctly identifies FDA-approved medications (Wegovy, Zepbound, Foundayo) and distinguishes between weight loss and diabetes indications for Ozempic/Mounjaro. Medical disclaimers and safety information links are present. However, no detailed credentials, board certifications, or specific qualifications for Dr. Primack are provided on this page. • Experience Evidence: The page features verified customer testimonials with before/after photos and specific weight loss results (e.g., Drew lost 33 lbs in 8 months, Zack lost 120 lbs in 8 months). Real patient experiences are showcased with names, ages, and timeframes. However, a disclaimer notes 'Customers may have been compensated' and 'Results have not been independently verified,' which tempers the authenticity signal. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in the men's health space. The page correctly uses registered trademarks and provides accurate regulatory information about FDA approvals. The company operates a licensed telehealth platform with a network of providers. Structured data (BreadcrumbList) is implemented. The brand is well-known in the telehealth industry.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to prescription medications (GLP-1 agonists including semaglutide and tirzepatide) for weight loss. These are controlled prescription drugs with significant side effect profiles, contraindications, and safety considerations. The page could directly influence users' decisions to seek and use these medications, which has direct health implications. • Potential Harm: Users could make uninformed decisions about starting prescription GLP-1 medications based on promotional content. The page promotes medications that have serious potential side effects (pancreatitis, thyroid tumors, gallbladder disease, etc.) that are not prominently disclosed. The '120 lbs lost in 8 months' testimonial could set unrealistic expectations. Vulnerable individuals with eating disorders or body dysmorphia could be negatively impacted. • Standards Required: Highest standards of medical accuracy, transparent disclosure of risks and side effects, clear identification of qualified medical professionals, verifiable credentials, accessible contact information, and compliance with FTC and FDA advertising guidelines for prescription medications.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product differentiation with specific pricing for each medication option, Accurate FDA approval status disclosed for each medication, Compelling before/after testimonials with specific metrics, FAQ section addresses practical user questions about membership, switching providers, FSA/HSA, and insurance, Health benefits of Wegovy beyond weight loss are mentioned (cardiovascular risk reduction), Membership structure and costs are transparently disclosed • Weaknesses: No H1 heading present, which is a significant structural issue, Minimal information about side effects and risks of GLP-1 medications, No detailed explanation of the medical consultation process, The page is heavily promotional with limited educational health content, No information about what happens if medication is not appropriate for a user, The '120 lbs in 8 months' result is presented without adequate context about its exceptional nature • Mc Description: The main content is a commercial product landing page presenting Hims weight loss services centered on GLP-1 medications. It includes a product catalog with pricing (Wegovy Pill from $149/mo, Wegovy Pen from $199/mo, Zepbound from $299/mo, Ozempic from $199/mo, Mounjaro at $1,899/mo), membership information, health benefits of Wegovy, before/after customer testimonials, and a FAQ section. The content is primarily promotional but includes accurate medical and regulatory information.

Trust & Reputation

Trust Level	medium
Reputation Score	72
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is publicly traded on NYSE (HIMS) • Established telehealth brand with significant media coverage • Licensed telehealth platform operating across multiple states • Regulated by state medical boards and pharmacy regulations

Trust Analysis

Transparency: Moderate transparency. The page discloses pricing, membership requirements, prescription requirements, FDA approval status, and trademark information. However, it lacks visible contact information, detailed provider credentials, and prominent side effect disclosures that would be expected for a YMYL health commerce page. • Trust Factors: Publicly traded company (NYSE: HIMS) with regulatory oversight, Accurate FDA approval disclosures and medical disclaimers, Proper trademark attributions for pharmaceutical brands, Prescription requirement clearly stated, Licensed healthcare provider network mentioned, Safety information links provided for each medication, Transparent pricing with membership fee disclosures, Privacy policy and terms linked in footer, Structured data implementation, Telehealth consent and consumer health data privacy policy linked • Distrust Factors: No visible contact information (phone, email, address) on this page, No About page link visible in main content, No author attribution for any content, Customer testimonials noted as potentially compensated, Results not independently verified per disclaimer, Dr. Primack mentioned but credentials not detailed, Side effects not prominently disclosed on main page, No physical address visible

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'founded': '2017', 'headquarters': 'San Francisco, CA', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform', 'medical_staff': 'Dr. Craig Primack referenced as in-house expert', 'regulatory_status': 'Licensed telehealth provider operating in multiple US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: minor • Deception Details: The page is a straightforward commercial landing page for a legitimate telehealth service. Pricing is disclosed with footnotes explaining membership requirements. FDA approval status is accurately represented. The distinction between weight loss and diabetes indications is properly noted. Testimonials include compensation and non-verification disclaimers. The asterisk on '32 lbs' references a source, though the source is not clearly visible. The extreme '120 lbs in 8 months' result could be considered potentially misleading without more prominent context, but it is labeled as a verified review.

Harm Analysis

Severity: low • Harm Details: The page does not contain content that is directly harmful. It promotes legitimate FDA-approved prescription medications through a licensed telehealth platform. Safety information links are provided for each medication. The page requires a prescription and medical consultation, which provides a safety gate. However, the promotional framing with limited side effect information and extreme testimonials (120 lbs in 8 months) could create unrealistic expectations. The compensation disclosure for testimonials is present but not prominently displayed.

Ads Analysis

Ad Placement: The page is flagged as having ads, but given this is a commercial product page for Hims' own services, the 'ads' are likely internal promotional content for their own products rather than third-party advertising. The product listings and CTAs are native to the page's commercial purpose. • User Experience Impact: The promotional content is integrated into the page design and does not appear to obstruct the main content. The page maintains a clear user journey from product discovery to conversion. No interstitial ads or pop-ups are evident from the content analysis.

Recommendations

Critical Issues

• Missing contact information is a significant trust deficit for a YMYL health commerce page

• Insufficient side effect and safety information for prescription medications being promoted - users need to understand risks before initiating consultation

• No H1 heading present on the page, which is a fundamental structural issue

Improvements

• Add visible contact information (phone number, email, physical address) to the page or prominently link to a contact page

• Provide detailed credentials for Dr. Craig Primack and other medical staff (board certifications, specialties, years of experience)

• Add a dedicated section on side effects, contraindications, and safety considerations for GLP-1 medications

• Include an H1 heading for proper page structure and SEO

• Add more context around extreme testimonials (e.g., the 120 lbs/8 months result) to set realistic expectations

• Clarify the source for the '32 lbs' asterisked claim with a visible citation

• Add an About page link or company information section to improve transparency

• Include information about the clinical eligibility criteria for each medication

• Add author attribution for any editorial or medical content on the page

• Provide more detailed FAQ content about the medical consultation process and what to expect

Strengths

• Accurate and legally appropriate FDA approval status disclosures for all medications

• Transparent pricing structure with clear membership fee disclosures and footnotes

• Legitimate, publicly traded company with established telehealth infrastructure and regulatory compliance

• Proper trademark attributions and regulatory disclaimers demonstrate legal compliance

• Verified customer testimonials with specific, credible details and before/after documentation

• Safety information links provided for each individual medication product

256 https://hims.com/weight-loss/faq

57

Confidence: 0.72

Should Rank

Analysed: 18 Jun 2026 05:38

Scores at a Glance

55	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	60	Originality
60	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	55

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a FAQ resource for prospective and current Hims Weight Loss Membership customers, answering questions about membership costs, medication options (GLP-1s including Wegovy), insurance, FSA/HSA, qualifications, and treatment duration. • Rating Justification: The page is a legitimate FAQ from a known telehealth company covering GLP-1 weight loss medications. It fulfills its stated purpose of answering common questions about membership and medication. However, it lacks key quality signals required for YMYL health content: no named medical author/reviewer, no publication date, no H1/H2 heading structure in the extracted metadata, missing meta description, and relatively shallow answers that serve primarily as a sales/onboarding tool rather than comprehensive medical information. The content is accurate but promotional in nature.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, LegitScript-approved telehealth company with established brand authority, Clinical trial data cited with source attribution for medication efficacy claims, Structured data (BreadcrumbList) implemented correctly, Links to privacy policy, terms, telehealth consent, and medical experts pages, Canonical URL properly set • Key Weaknesses: No named author or medical reviewer identified on the page, No publication or last-reviewed date visible, No direct contact information on the FAQ page itself, No H1 or H2 heading structure detected in metadata (though content appears structured as Q&A;), Missing meta description, No patient experience narratives or provider credentials cited inline • Trust Evidence: LegitScript certification badge is present. Privacy policy, terms and conditions, telehealth consent, and consumer health data privacy policy links are all present in the footer. The page has a canonical URL and structured data. However, no author attribution, no named medical reviewer, no date of publication/last review, and no contact information are present on this specific page. • Expertise Evidence: The FAQ content references FDA-approved medications (Wegovy/semaglutide), cites a clinical trial source (NovoMEDLINK), and mentions licensed providers reviewing patient histories. However, no named medical authors, credentials, or editorial review process is disclosed on this page. The content is accurate at a surface level but lacks depth of clinical explanation. • Experience Evidence: The page is produced by Hims & Hers Health, Inc., a publicly traded telehealth company with real-world operational experience providing GLP-1 medications and telehealth services. However, no individual practitioner experience is cited on this specific FAQ page, and no patient testimonials or case studies are included. • Authoritativeness Evidence: Hims is a well-known, publicly traded telehealth company (NYSE: HIMS) with LegitScript approval displayed in the footer, which is a meaningful trust signal for online pharmacies/telehealth. The site has an editorial standards page and medical experts page linked in the footer. The brand has significant media presence and is a recognized player in the telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly discusses prescription medications (GLP-1 agonists, specifically Wegovy/semaglutide), medical eligibility criteria, dosage adjustments, treatment duration, and side effect management. These topics directly impact physical health and safety decisions. Users may make decisions about starting, continuing, or stopping prescription weight loss medications based on this content. • Potential Harm: Users could make uninformed decisions about starting or stopping GLP-1 medications, misunderstand eligibility criteria, or have unrealistic expectations about results. The page advises users to 'always speak with a licensed medical provider before stopping treatment' which is appropriate, but the overall framing is promotional rather than balanced medical information. • Standards Required: High E-E-A-T standards required: named medical authors/reviewers with credentials, publication and review dates, balanced presentation of risks and benefits, clear disclaimers, and transparent information about the prescribing process.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear Q&A; format that directly addresses likely user questions, Specific pricing information provided ($39 first month, $149/month membership fee), Clinical trial data cited with source for efficacy claims, Appropriate medical disclaimers included (consult provider before stopping, individual results vary), Covers both practical (cost, insurance) and clinical (dosage, duration) questions • Weaknesses: No information about side effects or risks of GLP-1 medications, No contraindications or safety warnings beyond 'consult a provider', Answers are relatively brief and promotional in tone, No named medical reviewer or author attribution, Missing meta description reduces discoverability and user expectation-setting, No H1 heading detected in page structure metadata, No information about what happens if medication is not covered or if patient is not eligible • Mc Description: The main content consists of two accordion-style FAQ sections: 'Membership' (4 questions about cost, insurance, FSA/HSA) and 'Medication' (9 questions about medication options, switching from other GLP-1s, video visits, qualifications, state availability, treatment duration, results timeline, and dosage adjustments). Total word count is approximately 2,041 words including boilerplate.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript certification (displayed in footer) • NYSE-listed company (Hims & Hers Health, Inc.) • Links to editorial standards and medical experts pages • Privacy policy and telehealth consent documentation present

Trust Analysis

Transparency: Moderate transparency. The company identity (Hims & Hers Health, Inc.) is clear from the footer copyright. Legal documents (privacy policy, terms, telehealth consent) are accessible. However, the specific FAQ page lacks author attribution, review dates, and medical reviewer credentials that would be expected for YMYL health content. • Trust Factors: LegitScript approved pharmacy/telehealth badge in footer, Publicly traded company with regulatory oversight (SEC filings), Links to privacy policy, terms, telehealth consent, and consumer health data privacy policy, Clinical trial data cited with named source (NovoMEDLINK), Canonical URL properly implemented, Structured data (BreadcrumbList) present, Links to medical experts page and editorial standards page in footer navigation • Distrust Factors: No named author or medical reviewer on this specific page, No publication or last-reviewed date, No direct contact information on the FAQ page, Missing meta description, No H1 heading structure detected, Primarily promotional/commercial framing for YMYL health content, No mention of medication risks, side effects, or contraindications

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'regulatory': 'Telehealth platform with licensed provider network', 'legal_entity': 'Hims, Inc. (trademark holder)', 'stock_listing': 'NYSE: HIMS', 'certifications': 'LegitScript approved'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: The page is straightforwardly a commercial FAQ for a telehealth weight loss membership. The purpose (to inform and convert prospective customers) is clear. Pricing is disclosed. Clinical data is cited with appropriate qualifications. The promotional tone is expected for this type of commercial page and does not constitute deception.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is directly harmful. It promotes prescription medications through a legitimate telehealth platform with appropriate disclaimers. The omission of side effect information and contraindications is a quality concern but does not rise to the level of harmful content, as users are directed to licensed providers for medical decisions. The promotional framing is typical of commercial telehealth FAQ pages.

Ads Analysis

Ad Placement: The page metadata indicates ads are present, likely in the form of promotional CTAs ('Start testing' buttons) and cross-promotional links to Hers (forhers.com). These are internal promotional elements rather than third-party display advertising. The footer contains app download CTAs and cross-brand promotion. • User Experience Impact: The promotional elements (CTAs to start the intake process) are integrated into the page design and do not appear to obstruct the FAQ content. The cross-brand promotion to Hers is clearly labeled and placed in the footer. Overall user experience impact is minimal.

Recommendations

Critical Issues

• Complete absence of side effect and safety information for prescription GLP-1 medications on a YMYL health page — this is a significant gap that could mislead users about medication risks

• No named medical author or reviewer with credentials, which is a critical E-E-A-T deficiency for YMYL health content per Google's Quality Rater Guidelines

Improvements

• Add a named medical reviewer with credentials (MD, DO, or PharmD) and a last-reviewed date to meet YMYL E-E-A-T standards

• Include a section on common side effects and contraindications for GLP-1 medications to provide balanced, complete health information

• Add a meta description to improve click-through rates and user expectation-setting in search results

• Implement proper H1 and H2 heading structure for both accessibility and SEO

• Add direct contact information (phone number or support email) on the FAQ page itself

• Clarify which specific states GLP-1 medications are available in, or provide a state availability checker

• Consider adding FAQ schema markup (FAQPage structured data) in addition to the existing BreadcrumbList to enhance SERP appearance

• Add information about the prescribing process transparency, including what happens if a patient is not eligible

Strengths

• Legitimate, publicly traded company with LegitScript certification providing strong baseline trust signals

• Clinical trial data cited with proper source attribution and appropriate statistical qualifications

• Clear, accessible Q&A; format that directly addresses likely user questions about cost, eligibility, and treatment

• Comprehensive legal documentation (privacy policy, telehealth consent, consumer health data privacy) accessible from the page

• Proper canonical URL, structured data, and technical SEO implementation

257 https://hims.com/weight-loss/foundayo-pill 58

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:39

Scores at a Glance

58	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	60	Originality
60	Skill	70	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	58

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page to inform potential patients about Foundayo (orforglipron) and convert them to sign up for the Hims Weight Loss Membership. It successfully communicates key product features, pricing, and the enrollment process. • Rating Justification: This is a legitimate product page from an established telehealth company for an FDA-approved prescription medication. It meets basic quality standards with accurate claims, appropriate disclaimers, and cited sources. However, it is primarily a marketing/sales page with limited medical depth, no named healthcare professional authorship, and minimal supplementary content. For a YMYL health topic, this falls short of high quality due to lack of E-E-A-T signals like author credentials and comprehensive safety information.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: FDA approval claim is accurate and verifiable for orforglipron (Foundayo), Clinical data cited with footnote references, Trademark and affiliation disclaimers present, Prescription requirement and state availability limitations disclosed, Important safety information link included, FSA/HSA eligibility noted with caveat • Key Weaknesses: No named medical author or reviewer on the page, No contact information visible on this page, No about page link present in page structure, Marketing-heavy content with limited clinical depth, Product description in structured data is empty string, No patient reviews or real-world outcome data presented • Trust Evidence: The page includes important safety information links, footnoted clinical claims, trademark disclaimers, FSA/HSA eligibility notice, prescription requirement disclosure, and state availability limitations. Structured data is implemented. However, no contact info, no about page, no named medical reviewers, and no author info are present on this specific page. • Expertise Evidence: The page references FDA approval, clinical data, and the active ingredient orforglipron. It mentions GLP-1 mechanism of action and small molecule absorption. However, there is no named medical author, no credentials displayed, and no detailed clinical explanation. The content is marketing-oriented rather than medically authored. • Experience Evidence: The page is a product landing page from Hims, a known telehealth company. It references clinical trial data (11% body weight loss) with footnoted sources, and mentions licensed providers reviewing patient health history. However, no direct patient testimonials or first-hand experience narratives are present on this page. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition. The page correctly identifies Foundayo as an Eli Lilly trademark and disclaims affiliation. It references FDA approval and links to sources. The domain hims.com has significant authority in the telehealth space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a prescription FDA-approved GLP-1 medication (orforglipron/Foundayo) for weight loss. Decisions about prescription medications directly impact physical health and safety. Users may make decisions about starting a prescription drug regimen based on this content. • Potential Harm: Users could make uninformed decisions about starting a prescription GLP-1 medication without fully understanding contraindications, side effects, or whether they are appropriate candidates. The page's marketing framing could minimize perceived risks. Financial harm is also possible given the $149/month membership cost plus separate medication costs. • Standards Required: Highest E-E-A-T standards apply. Content should be authored or reviewed by licensed medical professionals, include comprehensive safety information, clearly disclose all costs, and avoid misleading claims about efficacy or ease of access.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	good
Length Adequate	No

MC Analysis

Strengths: Clear product identification with generic name (orforglipron) disclosed, FDA approval status accurately stated, Enrollment process clearly explained in 4 steps, FAQ section addresses practical user questions, Pricing structure for membership disclosed upfront, Appropriate legal disclaimers and trademark notices • Weaknesses: Very limited safety information - only a link to 'Important safety information' without substantive content on the page, Medication cost not disclosed, only membership cost, No information about contraindications or who should not take this medication, No named healthcare professional associated with the content, Content is very brief and marketing-focused for a prescription medication page, No comparison with alternative treatments or honest discussion of limitations • Mc Description: The main content is a product landing page for Foundayo (orforglipron), an FDA-approved GLP-1 pill for weight loss available through Hims' telehealth platform. It covers product benefits, ingredients, dosing instructions, membership pricing, enrollment process, and FAQs.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth platform with regulatory oversight • Licensed providers mentioned as part of the service • FDA-approved medication accurately represented

Trust Analysis

Transparency: Partial transparency. The page discloses prescription requirements, state limitations, trademark ownership, and membership pricing. However, it does not disclose actual medication costs, does not name the healthcare providers involved, and does not provide comprehensive safety information on-page. The separation of membership cost from medication cost could be seen as obscuring total cost of treatment. • Trust Factors: Hims is a publicly traded, regulated telehealth company, Prescription requirement clearly disclosed, FDA approval accurately stated for the medication, Trademark disclaimers and non-affiliation with Eli Lilly disclosed, Clinical claims are footnoted with source references, State availability limitations disclosed, Important safety information link present, FSA/HSA eligibility noted with appropriate caveats, Structured data properly implemented • Distrust Factors: No contact information on this page, No named medical author or reviewer, No about page link in page structure, Medication cost not disclosed - only membership cost, Marketing-heavy framing minimizes risk discussion, Product structured data description field is empty, No independent patient reviews or outcomes data

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'medical_staff': 'Licensed providers mentioned but not named', 'regulatory_status': 'Licensed telehealth platform operating in multiple US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original product marketing from the brand itself, Professional design and implementation, Legitimate business with regulatory compliance

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in a meaningful sense. It is a legitimate product page for an FDA-approved medication. The pricing structure (membership fee separate from medication cost) could be considered potentially confusing, but the page does disclose that medication cost is not included. The mention of cardiovascular benefits with a disclaimer that the drug is not indicated for those conditions shows an attempt to be accurate. The page clearly identifies itself as a commercial offering requiring prescription.

Harm Analysis

Severity: none • Harm Details: The page does not contain overtly harmful content. It promotes a legitimate FDA-approved prescription medication through a licensed telehealth platform. Safety information is referenced. Prescription requirement is disclosed. The marketing framing emphasizes benefits over risks, which is typical of pharmaceutical advertising but does not rise to the level of harmful misinformation. The disclaimer about Foundayo not being indicated for hypertension/dyslipidemia despite mentioning those benefits shows some attempt at accuracy.

Ads Analysis

Ad Placement: The page itself is essentially a product landing page/advertisement for Hims' weight loss membership and Foundayo medication. The 'Has Ads: True' flag likely refers to tracking/marketing scripts (Google Tag Manager is present) rather than third-party display advertising. The page is the commercial content itself. • User Experience Impact: The commercial nature of the page is clear and expected. There are no apparent third-party ads obstructing the main content. The page functions as intended as a product marketing page.

Recommendations

Critical Issues

• No named medical professional associated with the content - critical for YMYL health content

• Medication cost opacity - users cannot determine total treatment cost from this page, which may constitute a deceptive pricing practice

Improvements

- Add named, credentialed medical reviewer or author information to the page
- Disclose medication pricing ranges or direct users to a pricing page before checkout
- Expand on-page safety information including common side effects, contraindications, and who should not take Foundayo
- Add contact information (phone, email, or chat) directly on the page
- Include an About/Company page link in the page structure
- Populate the structured data product description field with meaningful content
- Add patient outcome data or real-world evidence beyond the single clinical trial statistic
- Clarify the cardiovascular benefit claims more prominently given the disclaimer about non-indicated uses

Strengths

- Accurate FDA approval status for orforglipron/Foundayo
- Proper trademark disclaimers and non-affiliation disclosures with Eli Lilly
- Clinical claims footnoted with source references
- Prescription requirement and state availability limitations clearly disclosed
- Transparent membership pricing structure with cancellation terms
- Professional implementation with structured data, breadcrumbs, and responsive design
- Important safety information link present
- FSA/HSA eligibility disclosed with appropriate caveats

258 https://hims.com/weight-loss/meal-replacement 55

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 05:48

Scores at a Glance

52	PQ Score	56	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	60	Trust	55	Content Effort	50	Originality
60	Skill	65	Accuracy	68	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to inform users about Hims & Hers meal replacement products (shakes and bars) designed to complement weight loss medication, and to drive purchases. It successfully presents product options, pricing, nutritional details, and basic FAQ content. • Rating Justification: This is a commercial product page for meal replacement shakes and bars sold by Hims & Hers. It fulfills its transactional purpose adequately — presenting products, pricing, flavors, nutritional info, and an FAQ. It cites one scientific study and includes a doctor quote. However, it lacks depth for a YMYL health topic: no detailed nutritional guidance, no independent reviews, no author credentials, and the content is primarily marketing-oriented. The page meets basic quality standards for an e-commerce product listing but falls short of the higher standards expected for health-related content.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Cites a peer-reviewed scientific study with full citation, Named medical professional (Dr. Craig Primack) with title endorsing the product, Established, publicly traded telehealth company with known reputation, Structured data implemented correctly, Legal/privacy links present in footer • Key Weaknesses: No author information or byline on the page, No contact information visible on this page, No About page link surfaced, Meta description is extremely sparse and uninformative, Content is primarily promotional/commercial with limited independent health guidance, No third-party certifications or independent reviews cited • Trust Evidence: The page has structured data (BreadcrumbList), links to legal pages (Terms & Conditions, Privacy Policy, Consumer Health Data Privacy Policy), and references a licensed medical professional. However, there is no contact information on this page, no author info, no About page link visible, and the meta description is sparse ('Robard WL Meal Replacement'). The page is a commercial product page with ads present. • Expertise Evidence: The page cites a peer-reviewed meta-analysis (Min et al., Journal of the Academy of Nutrition and Dietetics, 2021) to support meal replacement efficacy claims. Dr. Craig Primack is identified with a title. However, no author byline, no detailed nutritional credentials, and no clinical depth are present. The content is primarily product-focused marketing. • Experience Evidence: The page includes a quote from Dr. Craig Primack, SVP of Weight Loss at Hims & Hers, lending some first-hand professional experience. However, there is no patient testimonial, no detailed clinical experience narrative, and no demonstration of real-world use cases beyond marketing copy. • Authoritativeness Evidence: Hims & Hers is a publicly traded telehealth company (NYSE: HIMS) with significant brand recognition in the health and wellness space. The domain hims.com is an established, well-known health platform. The product (Robard WL) is a recognized medical nutrition brand. These factors lend moderate authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly addresses weight loss nutrition, meal replacement products intended to be used alongside weight loss medication, and makes health claims about protein intake, calorie management, and weight loss outcomes. These topics directly impact physical health and safety. • Potential Harm: Users following meal replacement guidance without proper medical supervision could experience nutritional deficiencies, disordered eating patterns, or adverse interactions with weight loss medications. Misleading or incomplete health claims could lead to poor health decisions. • Standards Required: High E-E-A-T standards are required: clear medical/nutritional expertise, transparent authorship, evidence-based claims, clear disclaimers, and guidance to consult healthcare providers. The page partially meets these standards but lacks full transparency and depth.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	good
Length Adequate	Yes

MC Analysis

Strengths: Clear product differentiation between kits (Flavor Favorites, Bar Bundle, Shake Selects), Specific nutritional information provided per product (protein grams, calories), FAQ section addresses genuine user questions about meal replacements, Scientific citation adds credibility to efficacy claims, Doctor endorsement with name and title adds professional authority • Weaknesses: Very limited substantive health/nutritional guidance beyond marketing claims, No independent customer reviews or testimonials, No comparison to competitor products or independent benchmarks, The scientific study is cited to support a claim that may not directly apply to the recommended usage pattern, No clear call to consult a healthcare provider before use • Mc Description: The main content consists of a product landing page for Hims & Hers meal replacement shakes and bars (Robard WL brand). It includes a hero section with key benefits, product kit descriptions (Flavor Favorites, Bar Bundle, Shake Selects), individual product listings with nutritional info, a doctor endorsement quote, and an FAQ section. The content is organized, visually structured, and commercially focused.

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is publicly traded on NYSE (ticker: HIMS), providing financial transparency and regulatory oversight'} • {'source': 'Hims.com is a well-established telehealth platform with significant media coverage and brand recognition in the US health market'} • {'source': 'The page references Robard Corporation products, a recognized medical nutrition company with a history of clinically supervised weight management programs'} • {'source': 'Footer includes links to Terms & Conditions, Privacy Policy, Telehealth Consent, and Consumer Health Data Privacy Policy, indicating legal compliance awareness'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly traded and links to legal documents. However, this specific page lacks author attribution, contact information, and independent verification of health claims. The doctor quote is from an internal company employee, not an independent medical reviewer. • Trust Factors: Publicly traded company with regulatory oversight, Established brand with significant market presence, Legal and privacy documentation linked in footer, Named medical professional (Dr. Craig Primack, SVP of Weight Loss) endorsing products, Peer-reviewed scientific citation with full reference, Structured data correctly implemented, Breadcrumb navigation showing clear site hierarchy • Distrust Factors: No contact information on this specific page, No independent author byline or credentials, No About page link surfaced on this page, Meta description is extremely sparse ('Robard WL Meal Replacement') suggesting low editorial care, All health claims are self-serving (made by the seller, not independent parties), No third-party certifications, independent lab testing, or external reviews cited, Ads present on a health product page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'stock_ticker': 'NYSE: HIMS', 'product_brand': 'Robard WL (Robard Corporation)', 'medical_advisor': 'Dr. Craig Primack, SVP of Weight Loss'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content is original and product-specific, No keyword stuffing or manipulative SEO patterns observed, No suspicious patterns flagged in page structure

Deception Analysis

Severity: minor • Deception Details: The page is clearly a commercial product page for Hims & Hers meal replacements. The purpose is transparent. There is a minor concern about the application of the cited study (which studied replacing 60%+ of calories) to justify a 1-2 meal/day replacement plan, but this is more of an accuracy issue than deliberate deception. Pricing asterisks are present with a footnote. No hidden content or misleading design patterns detected.

Harm Analysis

Severity: low • Harm Details: The page does not contain overtly harmful content. It promotes meal replacement products with reasonable health claims backed by a cited study. There is a minor concern about the potential misapplication of the cited research to justify the product's recommended usage, but this does not rise to the level of harmful misinformation. No dangerous advice is given.

Ads Analysis

Ad Placement: Ads are present on the page as indicated in the page structure metadata. Given this is a commercial e-commerce/product page, ads are expected and contextually appropriate. No indication of intrusive interstitials or pop-ups that would obstruct main content. • User Experience Impact: Minimal negative impact expected. The page is primarily a product page itself, so advertising is contextually consistent with the commercial nature of the content.

Recommendations

Critical Issues

• YMYL health content lacks independent medical review attribution — all health claims are made by the seller without independent verification

• No recommendation to consult a personal healthcare provider before using meal replacements alongside weight loss medication, which is a significant safety omission for a health product page

Improvements

• Add a clear disclaimer recommending users consult their own healthcare provider before starting a meal replacement regimen, especially when combined with weight loss medication

• Include author/editor byline with credentials (e.g., registered dietitian review) to improve E-E-A-T signals

• Add contact information or a clear link to customer support on the product page

• Improve the meta description to accurately reflect page content and value proposition

• Add independent third-party certifications, lab testing results, or external reviews to support health claims

• Clarify the relationship between the cited study's findings (60%+ calorie replacement) and the recommended 1-2 meal/day usage to avoid potential misrepresentation

• Include a link to an About page or company credentials page to improve transparency

Strengths

• Established, publicly traded company with positive brand reputation provides baseline trustworthiness

• Peer-reviewed scientific citation (Min et al., 2021) with full reference demonstrates some commitment to evidence-based claims

• Named medical professional (Dr. Craig Primack) with specific title adds professional credibility

• Clear product presentation with specific nutritional information (protein grams, calories, vitamins) helps users make informed decisions

• Comprehensive FAQ section addresses genuine user questions about meal replacement usage

259 https://hims.com/weight-loss/meal-replacement/flavor-favorites 55

Confidence: 0.72 **Should Rank** Analysed: 18 Jun 2026 06:00

Scores at a Glance

52 PQ Score	56 E-E-A-T Overall	45 Experience	55 Expertise
65 Authoritativeness	60 Trust	60 Content Effort	55 Originality
60 Skill	65 Accuracy	68 Reputation	

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product listing/sales page for Hims 'Flavor Favorites' meal replacement bundle, providing product details, pricing, nutritional information references, and purchase options for users interested in weight loss meal replacements. • Rating Justification: This is a standard e-commerce product page for meal replacement products from a legitimate telehealth company. It fulfills its commercial purpose adequately, includes some supporting scientific evidence, and provides relevant product information. However, it lacks author transparency, has no contact info on the page, and the content is primarily marketing-oriented rather than genuinely informative. For a YMYL-adjacent health product page, the lack of named medical experts and limited depth of health information keeps it at Medium rather than High.

E-E-A-T

Overall	56
Experience	45
Expertise	55
Authoritativeness	65
Trust	60

E-E-A-T Analysis

Key Strengths: Hims is a publicly traded, well-known telehealth brand with established reputation, Includes a peer-reviewed citation to support weight loss claims, Provides legal disclaimers about prescription medications and FDA status, Has structured data (BreadcrumbList) for transparency, Includes FAQ section addressing common consumer questions • Key Weaknesses: No named author or medical expert credited on this specific page, No contact information visible on this page, No about page linked from this specific page, Content is primarily commercial/marketing with limited independent editorial voice, Claims like 'doctor-recommended' are not substantiated with specific doctor names or credentials on the page • Trust Evidence: The page includes a cited scientific study with full citation details, includes legal disclaimers about prescription products and FDA-approval status of medications, and links to terms & conditions and privacy policy. However, there is no contact info, no author info, and no about page linked from this specific page. The page is a commercial product page with 'Add to cart' CTAs throughout. • Expertise Evidence: The page references a peer-reviewed study (Min, Jihyun et al., Journal of the Academy of Nutrition and Dietetics, 2021) to support claims about meal replacements and weight loss. It mentions 'doctor-recommended' products and references healthcare providers. However, no named medical professionals, dietitians, or nutritionists are credited on this specific page. • Experience Evidence: The page is a product listing page for meal replacement shakes and bars from Hims, a known telehealth company. There is no first-person user experience, no testimonials visible in the excerpt, and no author sharing personal use of the products. The content is purely commercial/marketing in nature. • Authoritativeness Evidence: Hims & Hers (hims.com) is a publicly traded telehealth company with significant brand recognition in the health and wellness space. The domain has established authority in telehealth. The breadcrumb and site structure indicate this is an official product page on their main domain.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The page sells meal replacement products marketed for weight loss, references weight loss medications (GLP-1s, compounded semaglutide, tirzepatide), and makes health claims about protein intake, calorie management, and weight loss outcomes. These topics touch on health and safety decisions that could affect users' physical wellbeing. • Potential Harm: Users may make dietary decisions based on the health claims made on this page. The page also references prescription weight loss medications in context, which could influence health decisions. Inaccurate nutritional or health claims could lead to poor dietary choices or unrealistic weight loss expectations. • Standards Required: High standards for accuracy of health claims, transparency about who is making recommendations, clear disclosure of limitations, and proper citation of evidence. Named medical professionals should ideally be credited for 'doctor-recommended' claims.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	Yes

MC Analysis

Strengths: Clear product description with pricing and subscription options, FAQ section addresses common consumer questions comprehensively, Includes scientific citation to support health claims, Provides usage guidance (1 vs 2 meals/day, travel flexibility), Legal disclaimers about medications are appropriately included, Cross-product navigation helps users compare options • Weaknesses: Title 'Flavor Favorites' is generic and not highly descriptive of the page's full content, No H2 headings to organize content sections for readability, Nutrition facts are referenced but not fully displayed in the main content excerpt, No customer reviews or testimonials visible, No named medical professionals to substantiate 'doctor-recommended' claims, Heavy CSS/code in the page source reduces content-to-code ratio • Mc Description: The main content is a product page for the 'Flavor Favorites' meal replacement bundle ($110/mo), including product description, kit contents (double chocolate shakes, vanilla shakes, fudge graham bars), usage instructions, scientific support for meal replacements, FAQ section, and cross-links to related products (Shake Selects, Bar Bundle).

Trust & Reputation

Trust Level	medium
Reputation Score	68
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	{'source': 'Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) with significant media coverage and regulatory oversight as a telehealth provider'} • {'source': 'The company operates under telehealth regulations and references FDA-approved medications, indicating regulatory awareness'} • {'source': 'The site links to Terms & Conditions, Privacy Policy, Consumer Health Data Privacy Policy, and Telehealth Consent, indicating legal compliance infrastructure'} • {'source': 'Hims has been covered by major financial and health media outlets as a leading telehealth platform'}

Trust Analysis

Transparency: Moderate transparency. The company is publicly identified, legal disclaimers are present, and scientific claims are cited. However, the specific page lacks named medical experts, contact information, and author attribution that would be expected for a health product page meeting the highest trust standards. • Trust Factors: Hims is a publicly traded, regulated telehealth company with established brand reputation, Includes proper legal disclaimers about prescription medications and FDA status, Cites a peer-reviewed scientific study with full citation, Has structured data and professional technical implementation, Links to privacy policy, terms, and telehealth consent documents, Includes disclaimer that the study was on meal replacements generally, not these specific products • Distrust Factors: No contact information visible on this specific page, No named author or medical professional credited, No about page linked from this specific page, Multiple 'Add to cart' CTAs throughout the page suggest commercial intent may overshadow informational value, The page appears to be a 404-adjacent URL pattern with '_gb/e30' path segments, suggesting possible A/B testing or routing that may affect content consistency

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'focus': "Men's and women's health telehealth services including weight loss, hair loss, sexual health, mental health", 'domain': 'hims.com', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.'}
Reputation	positive

Quality Flags

Is Spam	No

Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: The URL contains '_gb/e30' which may indicate A/B testing parameters or routing variants, but this is a common legitimate practice for e-commerce sites

Deception Analysis

Severity: none • Deception Details: The page is a straightforward commercial product page. Claims are supported by citations, disclaimers are included, and the commercial purpose is clear. The 'doctor-recommended' language is somewhat vague but not deceptive in context. The disclaimer about the study applying to meal replacements generally (not these specific products) demonstrates good-faith transparency.

Harm Analysis

Severity: none • Harm Details: The page does not contain content that is harmful to individuals or groups. The health claims are supported by a cited study, and appropriate disclaimers are included. The page correctly notes that the study was on meal replacements generally, not these specific products. Prescription medication references include proper FDA status disclosures.

Ads Analysis

Ad Placement: The page is flagged as having ads, but as a product page on the brand's own website, the 'ads' likely refer to promotional content for related Hims products (Shake Selects, Bar Bundle) rather than third-party advertising. These cross-promotional elements are standard e-commerce practice. • User Experience Impact: The multiple 'Add to cart' CTAs throughout the page are aggressive but not obstructive to reading the content. The cross-product promotions at the bottom are clearly separated from the main product content.

Recommendations

Critical Issues

• No named medical professionals credited despite 'doctor-recommended' claims on a YMYL health product page

• No contact information visible on the page, which is a trust signal deficiency for a health product

Improvements

• Add named medical professionals (e.g., registered dietitians or physicians) with credentials to substantiate 'doctor-recommended' claims

• Include contact information or a clear link to customer support on the product page

• Add H2 headings to improve content structure and readability

• Display full nutrition facts panels directly on the page rather than just referencing them

• Include customer reviews or testimonials with verifiable details to add social proof and experience signals

• Add a meta description to improve search snippet quality

• Consider adding a 'reviewed by' or 'medically reviewed' section with named healthcare professionals

Strengths

• Hims is a publicly traded, reputable telehealth company with established brand authority

• Includes a properly cited peer-reviewed scientific study with appropriate disclaimer about its scope

• Provides comprehensive legal disclaimers about prescription medications and FDA status

• FAQ section comprehensively addresses common consumer questions

• Professional technical implementation with structured data, responsive images, and clean site architecture

260 https://hims.com/weight-loss/membership 52

Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:39

Scores at a Glance

52	PQ Score	52	E-E-A-T Overall	45	Experience	50	Expertise
60	Authoritativeness	55	Trust	55	Content Effort	60	Originality
58	Skill	55	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a commercial landing page to convert visitors into Hims Weight Loss Membership subscribers by explaining the membership structure, pricing, benefits, and included features such as Rx access, care team support, and peer community. • Rating Justification: The page is a commercial membership/sales page for a telehealth weight loss service. It fulfills its transactional purpose reasonably well with clear pricing, a step-by-step process explanation, and FAQ content. However, it lacks medical expertise signals, uses simulated interactions, has no H1 heading, no author information, and is tagged noindex/nofollow. For a YMYL health topic, the absence of named medical professionals and clinical evidence reduces quality. The content is primarily marketing copy rather than substantive health information.

E-E-A-T

Overall	52
Experience	45
Expertise	50
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: LegitScript pharmacy approval badge present, Clear pricing disclosure with terms, Legal disclaimers and fine print included, Structured data (BreadcrumbList) implemented, Links to privacy policy, terms, and telehealth consent • Key Weaknesses: No named medical professionals or credentials displayed, Simulated community interactions used without prominent disclosure, No author or editorial information, No contact information directly on the page, Page is set to noindex/nofollow indicating it may not be intended for public search discovery • Trust Evidence: The page has a noindex/nofollow meta tag, suggesting it is not intended for organic search indexing. LegitScript approval badge is present in the footer. Terms and conditions, privacy policy, and telehealth consent links are available. Pricing is disclosed clearly ($39 first month, $149/mo thereafter). Disclaimers for promotional offers are included. However, no contact information is directly on the page, no named medical professionals are identified, and simulated interactions are used without prominent disclosure. • Expertise Evidence: Hims is a known telehealth platform with licensed providers mentioned (24/7 messaging access with licensed providers, dedicated Care Team). References to FDA-approved options and GLP-1 medications suggest medical knowledge, but no specific medical credentials, named providers, or clinical references are displayed on this page. The content is marketing-oriented rather than clinically detailed. • Experience Evidence: The page includes simulated peer community interactions (explicitly noted as 'Simulated interactions for illustrative purposes only'), which undermines authentic experience signals. No real patient testimonials with verifiable details are present. The page describes a care team and provider evaluation process but provides no direct evidence of real user experiences. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company with LegitScript approval (visible in footer), which provides some authority signal. The brand has established presence in the telehealth space. Breadcrumb and structured data are properly implemented. However, this specific membership page lacks citations, clinical references, or third-party endorsements.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes prescription weight loss medications (GLP-1s), a membership-based telehealth healthcare service, and involves medical provider evaluations and prescription drug access. Decisions made based on this page directly affect users' physical health and financial commitments ($149/month recurring). • Potential Harm: Users may make health decisions about prescription medications (GLP-1s) based on marketing content without adequate medical context. The recurring financial commitment ($149/month plus medication costs) could cause financial harm if users are not fully informed. Lack of prominent medical disclaimers or named healthcare providers on the page could lead to uninformed health decisions. • Standards Required: High EEAT standards required: named licensed medical professionals, clear clinical evidence, transparent pricing with all costs disclosed, prominent disclaimers about prescription requirements and medical supervision, and verifiable credentials of the healthcare providers involved.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear 4-step process explanation for how membership works, Transparent pricing with first-month and recurring costs disclosed, FAQ section addresses key user concerns, Benefit-oriented content organized into logical sections, Disclaimers and fine print included for promotional offers • Weaknesses: No H1 heading present on the page, Only ~1,063 words for a YMYL health/financial topic, No named medical professionals or credentials, Simulated interactions used for community section, No clinical evidence, studies, or medical references cited, Medication costs are not disclosed (only membership fee shown), Only 2 FAQ items visible, limiting informational depth • Mc Description: The main content is a commercial membership sales page explaining the Hims Weight Loss Membership: a 4-step enrollment process, medication access options (GLP-1s), care team features (24/7 messaging, dosage adjustments, monthly follow-ups), peer community, nutrition/exercise guides, meal replacement discounts, and subscriber benefits. Two FAQ items address what the membership is and its cost.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	LegitScript pharmacy approval badge • Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Footer links to terms, privacy policy, telehealth consent, and consumer health data privacy policy

Trust Analysis

Transparency: Moderate transparency: pricing is disclosed for the membership fee but medication costs are not shown. Promotional terms are detailed in fine print. The use of simulated interactions is disclosed but not prominently. The company identity is clear (Hims & Hers Health, Inc.) but individual medical providers are not identified. • Trust Factors: LegitScript approval badge present in footer, Publicly traded company (Hims & Hers Health, Inc.) with established brand, Clear pricing and terms disclosure, Legal disclaimers and fine print for promotional offers, Links to privacy policy, terms of service, and telehealth consent, Consumer Health Data Privacy Policy link present, Structured data properly implemented, Breadcrumb navigation present • Distrust Factors: No contact information directly on the page, No named medical professionals or credentials displayed, No author information, Simulated community interactions used, Page tagged noindex/nofollow, Medication costs not disclosed on the page, No about page information accessible from this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'company': 'Hims & Hers Health, Inc.', 'regulatory': 'Telehealth platform with licensed providers', 'certifications': ['LegitScript approved']}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: minor • Deception Details: The page is a straightforward commercial membership page. Pricing is disclosed. Promotional terms are included in fine print. The simulated community interactions are disclosed (though not prominently). The claim 'start losing weight as soon as this week' is optimistic marketing language but not outright deceptive given the context of prescription medication delivery timelines. No hidden fees or bait-and-switch patterns are evident.

Harm Analysis

Severity: low • Harm Details: The page does not contain overtly harmful content. It promotes a legitimate telehealth service with prescription medication access. Some marketing claims ('start losing weight as soon as this week') could be considered mildly optimistic but are not egregiously misleading. The use of simulated community interactions is disclosed, albeit not prominently. Medication costs are not disclosed on this page, which could be considered a transparency issue but not outright deceptive given the FAQ explanation.

Ads Analysis

Ad Placement: The page is flagged as having ads in the metadata, likely referring to tracking/analytics scripts (Google Tag Manager) and potentially retargeting pixels rather than traditional display advertising. The page itself is a commercial product page, so the 'ads' designation may reflect the commercial nature of the content itself. • User Experience Impact: No evidence of obstructive ad placements that would interfere with the main content. The page appears to be a clean commercial landing page without intrusive third-party advertising.

Recommendations

Critical Issues

• YMYL health content lacks named medical professionals and clinical evidence, which is a significant deficiency for a page promoting prescription medications

• Page is tagged noindex/nofollow, preventing organic search visibility entirely

Improvements

• Add named, credentialed medical professionals (e.g., Chief Medical Officer or prescribing physicians) with their qualifications to establish medical expertise

• Include clinical evidence or references to studies supporting GLP-1 medication effectiveness for weight loss

• Add an H1 heading to improve page structure and SEO signals

• Disclose approximate medication cost ranges on the page to improve pricing transparency

• Make the 'simulated interactions' disclosure more prominent and visually distinct

• Expand FAQ section with more comprehensive questions covering safety, side effects, eligibility criteria, and cancellation policies

• Add direct contact information (phone number or chat) on the page for user support

• Include real patient testimonials with appropriate medical disclaimers rather than simulated interactions

• Add information about the medical review process and provider qualifications

Strengths

• LegitScript pharmacy approval provides third-party credibility

• Clear and transparent membership pricing with first-month and recurring costs disclosed

• Comprehensive legal documentation (terms, privacy policy, telehealth consent, consumer health data privacy policy)

• Professional page design with clear user journey and multiple CTAs

• Detailed promotional disclaimers and fine print demonstrate legal compliance

261 https://hims.com/weight-loss/ozempic-pill 45

Confidence: 0.78 Needs Work Analysed: 18 Jun 2026 05:34

Scores at a Glance

48	PQ Score	52	E-E-A-T Overall	45	Experience	50	Expertise
60	Authoritativeness	52	Trust	55	Content Effort	60	Originality
55	Skill	45	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page for Hims's Ozempic Pill offering within their weight loss membership program, aiming to convert visitors into subscribers by explaining the product, pricing, and enrollment process. • Rating Justification: This is a YMYL health/medical product page for a prescription medication (semaglutide/Ozempic) from a legitimate telehealth company. The page meets basic commercial product page standards with pricing, how-it-works steps, and FAQ content. However, it falls short of high quality due to: misleading meta description claiming FDA approval for weight loss (Ozempic is approved for Type 2 diabetes), absence of named medical professionals or reviewers, no external citations, and thin medical content relative to the serious nature of the medication being offered. The page serves its commercial purpose but does not meet the elevated standards required for YMYL health content.

E-E-A-T

Overall	52
Experience	45
Expertise	50
Authoritativeness	60
Trust	52

E-E-A-T Analysis

Key Strengths: Hims is a recognized, publicly traded telehealth company with established reputation, Includes safety disclaimers and off-label use disclosures, Structured data implemented correctly with product schema, References licensed healthcare providers and prescription requirements, Trademark attributions to Novo Nordisk are present • Key Weaknesses: No named medical authors, reviewers, or credentials visible on page, Meta description misleadingly states 'FDA approved for weight loss' for Ozempic, which is approved for Type 2 diabetes, No contact information or about page accessible from this page, No citations to clinical studies or medical literature, Conflicting messaging: page body correctly states Type 2 diabetes indication but meta description says weight loss • Trust Evidence: The page includes important safety information disclosures, trademark acknowledgments, off-label use disclosures, and prescription requirement notices. It lacks visible contact information, an about page link, named authors, or medical reviewers. The meta description claims 'FDA approved for weight loss' for Ozempic, which is misleading since Ozempic is FDA-approved for Type 2 diabetes, not weight loss (Wegovy is for weight loss). • Expertise Evidence: The page mentions semaglutide's mechanism of action (GLP-1 hormone mimicry, blood sugar regulation, gastric emptying), dosing instructions, and clinical eligibility criteria. However, no named medical professionals, credentials, or author bylines are present. Medical claims are present but not deeply substantiated with citations or references. • Experience Evidence: The page is a product/service landing page from Hims, a known telehealth company. It references licensed healthcare providers and a care team, but provides no direct patient testimonials, clinical case studies, or first-hand experience narratives on this specific page. The membership model implies ongoing provider relationships. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition. The page references FDA-approved medications, Novo Nordisk trademarks, and licensed healthcare providers. Structured data is implemented correctly. However, no external authoritative citations, medical references, or third-party endorsements appear on this page.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to a prescription medication (semaglutide/Ozempic) for weight loss and blood sugar management. It involves medical treatment decisions, prescription drug access, and health outcomes. Users making decisions based on this page could directly impact their physical health and safety. • Potential Harm: Users could make uninformed decisions about starting a GLP-1 medication without adequate understanding of risks, contraindications, or the distinction between on-label and off-label use. The misleading meta description (claiming FDA approval for weight loss when Ozempic is approved for Type 2 diabetes) could cause users to misunderstand the regulatory status of the medication they are considering. • Standards Required: Highest standards of medical accuracy, transparency about provider credentials, clear disclosure of on-label vs off-label use, accessible safety information, named medical reviewers, and accurate regulatory claims are required for this type of YMYL health content.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	poor
Length Adequate	Yes

MC Analysis

Strengths: Clear pricing transparency including membership fees and medication cost separation, Dosing instructions are specific and actionable, FAQ section addresses common user concerns comprehensively, Comparison between Ozempic Pill and Wegovy Pill helps users understand options, Off-label use disclosure is present in the body content, FSA/HSA eligibility noted • Weaknesses: Title 'Ozempic Pill' combined with meta description creates misleading FDA approval claim for weight loss, No named medical professionals or reviewers lend credibility to health claims, Minimal medical depth — no discussion of contraindications, side effects, or who should not take this medication beyond brief safety info reference, No patient outcome data or clinical evidence presented, The page is primarily a sales funnel with insufficient medical information for a YMYL health topic, No H2 headings to organize content for readability and SEO • Mc Description: The main content is a commercial product page for Hims's Ozempic Pill offering. It includes product description, mechanism of action explanation, dosing instructions, membership pricing ($39 first month, $149/month thereafter), a 4-step enrollment process, feature comparison with Wegovy Pill, and a comprehensive FAQ section. The content is structured as a conversion-focused landing page.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth brand with significant market presence • Licensed healthcare providers mentioned as part of service • Trademark acknowledgments to Novo Nordisk present

Trust Analysis

Transparency: Partial transparency — the page discloses off-label use, prescription requirements, membership costs, and state limitations. However, it lacks named medical professionals, contact information, and contains a misleading meta description about FDA approval status that undermines overall transparency. • Trust Factors: Hims is a publicly traded, regulated telehealth company, Prescription requirement clearly stated, Off-label use disclosed in body content, Safety information link present, Trademark attributions properly included, FSA/HSA eligibility noted with caveat about plan variation, State availability limitations disclosed, Structured data properly implemented • Distrust Factors: No contact information visible on this page, No named medical authors or reviewers, No about page accessible from this page, Meta description contains inaccurate FDA approval claim, No external medical citations or references, Ads present on a medical product page, No visible credentials for the 'licensed providers' mentioned

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims & Hers Health, Inc.', 'copyright': '© 2026 Hims & Hers Health, Inc.', 'trademarks': 'HIMS, HERS, H, and HIMS & HERS are trademarks of Hims, Inc.', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	Yes
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	Yes
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_health_claims • inaccurate_regulatory_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original commercial copy, No suspicious patterns flagged in page structure

Deception Analysis

Severity: moderate • Deception Details: The primary deceptive element is the meta description claiming Ozempic is 'FDA approved for weight loss.' This is factually inaccurate — Ozempic is FDA-approved for Type 2 diabetes. The page body correctly states the off-label nature of weight loss use, but the meta description (which appears in search results) creates a false impression. This informational deception could influence users' search-result-level decision-making before they even reach the page's more accurate body content. The overall page framing as a 'weight loss' product page for a diabetes medication, while technically disclosing off-label use, creates a commercially motivated misleading impression.

Harm Analysis

Severity: medium • Harm Details: The meta description falsely states Ozempic is 'FDA approved for weight loss.' Ozempic (semaglutide injection) is FDA-approved for Type 2 diabetes management. The oral semaglutide tablet (Rybelsus) is also approved for Type 2 diabetes. Wegovy (semaglutide injection) is FDA-approved for weight management. This misrepresentation could lead individuals to believe they are receiving an FDA-approved weight loss treatment when they would actually be receiving an off-label prescription, which has different risk-benefit considerations and informed consent implications. The page body does correctly disclose off-label use, but the meta description and overall framing of the page as a weight loss product creates a misleading impression that could affect individual health decisions.

Ads Analysis

Ad Placement: Ads are present on the page as indicated in the page structure metadata. The specific placement details are not fully visible in the content excerpt, but their presence on a prescription medication product page raises concerns. • User Experience Impact: The presence of ads on a YMYL health/medical product page for prescription medications is inappropriate and potentially confusing. Users seeking medical information about prescription drugs should not be exposed to advertising that could influence their health decisions or create conflicts of interest.

Recommendations

Critical Issues

• Meta description falsely claims Ozempic is 'FDA approved for weight loss' — this is factually inaccurate and constitutes misleading health information on a YMYL page; Ozempic is FDA-approved for Type 2 diabetes management only

• No named medical professionals or reviewers are identified anywhere on this YMYL prescription medication page, failing the expertise and authoritativeness standards required for health content

Improvements

• Correct the meta description immediately — Ozempic is FDA-approved for Type 2 diabetes, not weight loss; accurately describe it as 'off-label use for weight loss' or replace with Wegovy references for weight loss claims

• Add named, credentialed medical professionals (MDs, NPs, or PhDs) as content reviewers with visible bylines and credentials

• Include citations to clinical studies supporting semaglutide's efficacy and safety for the intended use cases

• Add visible contact information (phone, email, or chat) directly on the page

• Expand safety information to include contraindications, common side effects, and who should not take this medication

• Remove or relocate ads from this prescription medication product page

• Add H2 headings to improve content organization and accessibility

• Include a link to an About page or provider credentials page to establish institutional credibility

• Add patient outcome data or clinical evidence to support weight loss efficacy claims

Strengths

• Hims is a legitimate, publicly traded telehealth company with established brand recognition and regulatory compliance infrastructure

• The page body correctly discloses off-label use for weight loss and prescription requirements

• Transparent pricing structure with clear membership fee separation from medication costs

• Comprehensive FAQ section addresses common user concerns

• Proper structured data implementation with Product and BreadcrumbList schemas

• Trademark attributions and legal disclosures are properly included

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Confidence: 0.82 Needs Work Analysed: 18 Jun 2026 05:34

Scores at a Glance

28	PQ Score	42	E-E-A-T Overall	30	Experience	40	Expertise
55	Authoritativeness	45	Trust	35	Content Effort	40	Originality
40	Skill	45	Accuracy	58	Reputation		

Page Quality

PQ Rating	low
PQ Score	28

PQ Analysis

Meets Purpose: False • Purpose Description: The stated purpose is to explain the science behind Hims weight loss technology/treatments. The page fails to adequately fulfill this purpose due to critically insufficient accessible text content, lack of expert attribution, and reliance on image-based content that cannot be evaluated from the extracted text. • Rating Justification: This is a YMYL health page about weight loss medication science with only 137 words of accessible text content. The page title promises scientific information but delivers almost no substantive written content — the actual scientific explanations appear to be embedded in images rather than accessible text. There is no named author or medical reviewer, no publication date, and the page is marked noindex/nofollow by the publisher itself. While the site has some authority signals (LegitScript, public company), this specific page fails to meet the high standards required for YMYL health content.

E-E-A-T

Overall	42
Experience	30
Expertise	40
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Cites peer-reviewed scientific literature with source links, LegitScript pharmacy approval badge present, Parent company is a publicly traded, regulated telehealth entity, Breadcrumb structured data and legal footer links present, Acknowledges limitations of animal model studies in footnote • Key Weaknesses: No named medical author or reviewer credited on the page, Extremely low word count (137 words) for a page claiming to explain 'the science', No contact information on the page itself, Page is marked noindex/nofollow, suggesting even the publisher does not consider it indexable, Content appears to be primarily image-based with text embedded in images rather than accessible HTML text, No date of publication or last review date • Trust Evidence: The page has a 'noindex, nofollow' robots meta tag, suggesting it is not intended for search indexing. LegitScript badge is present in footer. Legal pages (Terms, Privacy Policy, Telehealth Consent, Consumer Health Data Privacy Policy) are accessible. No contact information is directly on this page. No author attribution for the scientific claims made. • Expertise Evidence: The page includes two footnoted citations referencing Wegovy animal model studies and a peer-reviewed journal article on oral semaglutide/SNAC technology (Aroda et al., 2022, Reviews in Endocrine & Metabolic Disorders). However, no named medical authors, credentials, or expert bylines are displayed on this specific page. • Experience Evidence: No personal experience accounts, patient testimonials with verified outcomes, or first-hand clinical narratives are present in the extracted content. The page is primarily a visual/marketing landing page with minimal substantive text. • Authoritativeness Evidence: Hims & Hers Health, Inc. is a publicly traded telehealth company (NYSE: HIMS) with LegitScript approval visible in the footer, which provides some baseline authority. The site links to medical experts pages and has an about page. However, this specific science page lacks named medical reviewers or institutional affiliations.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page explicitly discusses the science behind weight loss medications including GLP-1 receptor agonists (Wegovy/semaglutide), their mechanisms of action in the brain and body, and delivery technology (SNAC). This is directly health-related content about prescription medications that could influence medical decisions. • Potential Harm: Users may make decisions about pursuing or avoiding prescription weight loss medications based on the scientific claims presented. Inaccurate, incomplete, or misleading information about drug mechanisms could lead to inappropriate self-treatment decisions or false expectations about treatment outcomes. • Standards Required: Highest E-E-A-T standards required: named medical authors with credentials, peer-reviewed citations, clear disclosure of limitations, up-to-date information, medical review dates, and transparent presentation of both benefits and risks.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	No
Title Quality	poor
Length Adequate	No

MC Analysis

Strengths: Clear topical focus on weight loss medication science, Includes scientific citations with source links, Acknowledges study limitations in footnotes, Professional visual presentation • Weaknesses: Critically insufficient accessible text content (137 words) for a science explanation page, Scientific content embedded in images is inaccessible and unverifiable, No named medical author or reviewer, No publication or review date, Title 'The Science' promises comprehensive scientific explanation but delivers minimal content, No discussion of risks, side effects, or contraindications, Page marked noindex by publisher, suggesting it is not considered a quality standalone resource • Mc Description: The main content consists of a visually-driven marketing page about weight loss medication science, with sections apparently covering: an ATF hero section, 'how it works' introduction, biology section, precision section, SNAC technology section, a soft footer CTA, and disclaimers. The actual scientific text is largely embedded in images rather than HTML text, resulting in only 137 accessible words.

Trust & Reputation

Trust Level	medium
Reputation Score	58
Has Contact Info	No
Has Author Info	No
Has About Info	Yes
Reputation Sources	LegitScript pharmacy approval • NYSE-listed public company (HIMS) • Telehealth Consent & Open Payments disclosure • Consumer Health Data Privacy Policy • Terms and Conditions and Privacy Policy accessible

Trust Analysis

Transparency: Partial transparency: the company identity is clear, legal pages are accessible, and some study limitations are footnoted. However, the page lacks author attribution, review dates, and prominent disclosure that this is commercial content from a company selling the described treatments. • Trust Factors: LegitScript approved pharmacy badge in footer, Publicly traded company with regulatory oversight, Legal and compliance pages accessible (Terms, Privacy, Telehealth Consent), Consumer Health Data Privacy Policy present, Scientific citations with source links provided, Breadcrumb structured data implemented correctly, About page exists on the domain • Distrust Factors: No contact information on this page, No named author or medical reviewer, Page marked noindex/nofollow by publisher, Extremely thin accessible text content for a health science page, No publication or last-reviewed date, Scientific content primarily in images, not verifiable text, No disclosure of conflicts of interest (company sells the products being described)

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company offering prescription weight loss treatments', 'company': 'Hims & Hers Health, Inc.', 'legitscript': 'LegitScript Approved', 'stock_ticker': 'NYSE: HIMS'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	Yes

Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims • incomplete_medical_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Page is marked noindex/nofollow, suggesting it may be a funnel page not intended for organic search

Deception Analysis

Severity: minor • Deception Details: The page is not overtly deceptive in purpose or design — it is clearly a Hims branded page about their weight loss products. However, there is informational incompleteness that borders on misleading: the page title 'The Science' implies objective scientific information but the content is primarily promotional marketing for Hims weight loss treatments. The omission of risk information, side effects, and contraindications alongside mechanism-of-action claims creates an incomplete and potentially misleading picture for health consumers.

Harm Analysis

Severity: low • Harm Details: The page title and framing ('The Science') implies comprehensive scientific explanation of weight loss treatments, but delivers minimal accessible content. The marketing framing of prescription medication mechanisms without adequate discussion of risks, side effects, or contraindications could create misleading impressions about treatment safety and efficacy. The footnote acknowledging that brain mechanisms are 'not fully understood' is present but may be insufficient given the overall promotional tone.

Ads Analysis

Ad Placement: The page itself is essentially a commercial landing page for Hims weight loss products. The 'Has Ads: True' flag likely refers to tracking/analytics scripts (Google Tag Manager) rather than third-party display advertising. The page is a product marketing page rather than an editorial page with ads. • User Experience Impact: The commercial nature of the page is the primary content rather than an obstruction to it. No third-party ads appear to obstruct the main content.

Recommendations

Critical Issues

• Critically insufficient accessible text content (137 words) for a YMYL health science page — fails basic content adequacy standards

• No named medical author or reviewer — unacceptable for YMYL health content making scientific claims about prescription medications

• Page is marked noindex/nofollow, indicating the publisher does not consider it suitable for search indexing — this is consistent with its low quality as a standalone informational resource

Improvements

• Add named medical author(s) and reviewer(s) with credentials and affiliations to the page

• Convert image-embedded scientific text to accessible HTML text to improve both quality assessment and accessibility

• Add publication date and last medical review date prominently

• Include balanced information about risks, side effects, and contraindications alongside mechanism-of-action claims

• Expand accessible text content significantly — a science explanation page should have substantive written content, not just images

• Add a clear disclosure that this is commercial content from a company selling the described treatments

• Consider adding a FAQ section with medically reviewed answers to common questions about the science

• Link to or summarize the full clinical trial data rather than just animal model studies

Strengths

• Published by a legitimate, publicly traded, LegitScript-approved telehealth company

• Includes scientific citations with source links to peer-reviewed literature

• Acknowledges study limitations in footnotes (animal models, incomplete understanding of brain mechanisms)

• Professional technical implementation with structured data, responsive images, and legal compliance pages

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Confidence: 0.72 Needs Work Analysed: 18 Jun 2026 05:34

Scores at a Glance

52	PQ Score	54	E-E-A-T Overall	45	Experience	55	Expertise
60	Authoritativeness	55	Trust	55	Content Effort	50	Originality
60	Skill	65	Accuracy	62	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product detail page (PDP) for Wegovy Pen, a prescription GLP-1 weight loss injection, offered through Hims's telehealth membership platform. It aims to inform potential customers about the product and convert them to sign up for the membership service. • Rating Justification: This is a YMYL health/medical product page for a prescription weight loss medication. While it is from a legitimate telehealth company with some credibility signals (FDA approval references, structured data, pricing transparency), it lacks critical trust signals required for YMYL health content: no named medical author/reviewer, no contact information, no About page, a meta description error referencing the wrong brand ('Hers' vs 'Hims'), and vague clinical citations. The page serves a commercial purpose adequately but falls short of the high standards required for prescription medication pages.

E-E-A-T

Overall	54
Experience	45
Expertise	55
Authoritativeness	60
Trust	55

E-E-A-T Analysis

Key Strengths: FDA approval status clearly stated, Pricing transparency with membership cost breakdown, Structured data (Product schema) implemented correctly, References clinical efficacy data with footnotes, Explains mechanism of action of GLP-1/semaglutide • Key Weaknesses: No named medical author or reviewer, No visible contact information, No About page detected, Meta description references 'Hers' instead of 'Hims' - content error, Clinical citations are vague ('See source') without full references, No patient testimonials or real-world experience shared, No visible safety information details despite referencing 'Important safety information' • Trust Evidence: No author information is present. No contact information is visible on the page. No About page link is detected. The page has ads. Pricing is disclosed ($199/mo for medication, $39 first month membership then $149/mo). Important safety information is referenced but not fully visible. The meta description incorrectly references 'Hers' instead of 'Hims', suggesting a content management error. • Expertise Evidence: The page references FDA approval, clinical trial data (35 lbs average weight loss in one year, up to 25% body weight loss), and explains the mechanism of action of semaglutide/GLP-1. However, there is no named medical author, no cited medical professionals, and no links to clinical studies. The footnote '1. See source' is vague. • Experience Evidence: The page is a commercial product page from Hims, a telehealth company. There is no first-hand patient experience shared, no case studies, and no testimonials visible in the excerpt. The page describes a membership-based service with provider evaluation, suggesting some operational experience in telehealth. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with established brand recognition. The page correctly identifies Wegovy as FDA-approved and references Novo Nordisk's Ozempic trademark. Structured data is implemented. However, no external authoritative citations are visible in the excerpt.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to a prescription medication (Wegovy/semaglutide) for weight loss. It involves medical decisions, prescription drug access, and health outcomes. Users making decisions based on this page could directly impact their physical health and safety. • Potential Harm: Users could make uninformed decisions about starting a prescription GLP-1 medication without adequate understanding of contraindications, side effects, or whether they are appropriate candidates. The page minimizes safety information while emphasizing benefits. Financial harm is also possible given the ongoing membership and medication costs. • Standards Required: Highest E-E-A-T standards required: named medical professionals reviewing content, comprehensive safety information, clear clinical citations, transparent business practices, accessible contact information, and compliance with FDA advertising guidelines for prescription medications.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product description and mechanism of action explanation, Transparent pricing structure for both medication and membership, Helpful pen vs. pill comparison section, Step-by-step enrollment process explained, FSA/HSA eligibility noted • Weaknesses: Insufficient safety information for a prescription medication page, Clinical citations are inadequately referenced, No named healthcare provider or medical reviewer credited, Dosage range (0.25mg-7.2mg) appears inconsistent with standard Wegovy labeling, No FAQ section addressing common patient concerns, No information about contraindications or who should not use this medication, Meta description brand error (Hers vs Hims) suggests quality control issues • Mc Description: The main content is a product detail page for Wegovy Pen available through Hims's telehealth platform. It covers product description, mechanism of action, dosing instructions, membership pricing, how the service works, and a comparison with the pill form. The actual substantive text content is limited; much of the word count is CSS styling code.

Trust & Reputation

Trust Level	medium
Reputation Score	62
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health Inc. is a publicly traded company (NYSE: HIMS) • Established telehealth platform with regulatory oversight • Licensed healthcare providers mentioned as part of service

Trust Analysis

Transparency: Partial transparency - pricing is disclosed, FDA approval status is stated, and the membership requirement is explained. However, the page lacks medical authorship disclosure, complete safety information, and has a notable brand error in the meta description suggesting content management issues. • Trust Factors: Publicly traded company with regulatory accountability, References FDA-approved medication correctly, Transparent pricing and membership structure, Mentions licensed provider evaluation process, Structured data implementation shows technical legitimacy, References 'Important safety information' link • Distrust Factors: No contact information visible on page, No named medical author or reviewer, No About page detected, Meta description brand error (Hers vs Hims) raises quality control concerns, Vague clinical citations, Non-standard dosage range listed for Wegovy, Ads present on a prescription medication page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth platform', 'company': 'Hims & Hers Health Inc.', 'service': 'Online prescription medication and wellness services', 'medical_staff': 'Licensed providers mentioned but not named', 'stock_listing': 'NYSE: HIMS'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No

Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_medical_claims • incomplete_safety_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	No

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original marketing copy, Page serves a legitimate commercial purpose

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive in purpose or design. However, there are informational concerns: the dosage range (0.25mg-7.2mg) does not match standard FDA-approved Wegovy dosing (max 2.4mg/week), which could mislead users about the product. The meta description references 'Hers' instead of 'Hims', which is a factual error. Clinical claims use imprecise language ('up to 25% or more'). These appear to be errors rather than intentional deception.

Harm Analysis

Severity: low • Harm Details: The page promotes a prescription medication with benefit claims that are not fully substantiated with visible citations. The dosage range listed (0.25mg-7.2mg) does not align with standard FDA-approved Wegovy dosing (max 2.4mg/week), which could mislead users about what they are receiving. Safety information is referenced but not prominently displayed. The meta description brand error (Hers vs Hims) suggests inadequate quality control for a medical product page.

Ads Analysis

Ad Placement: Ads are present on the page but their specific placement is not fully detailed in the excerpt. The presence of ads on a prescription medication product page is noted. • User Experience Impact: The presence of ads on a prescription medication page is generally considered inappropriate and potentially problematic from a regulatory and user trust perspective. For YMYL health content, ads can distract from important safety information and may create conflicts of interest.

Recommendations

Critical Issues

• Dosage range (0.25mg-7.2mg) does not align with FDA-approved Wegovy labeling (max 2.4mg/week) - requires immediate verification and correction

• No named medical professional reviewing or authoring content on a prescription medication page - critical E-E-A-T gap for YMYL health content

• Meta description brand error ('Hers' instead of 'Hims') indicates quality control failure

Improvements

• Add a named, credentialed medical reviewer or author with their qualifications clearly displayed

- Correct the meta description brand error ('Hers' should be 'Hims')
- Verify and correct the dosage range - standard Wegovy max dose is 2.4mg/week, not 7.2mg
- Add full clinical citations with links to published studies for all efficacy claims
- Include comprehensive safety information (contraindications, side effects, warnings) prominently on the page
- Add visible contact information (phone, email, or chat) for customer and medical inquiries
- Link to or include an About page describing Hims's medical team and oversight
- Remove or relocate ads away from prescription medication content
- Add FAQ section addressing common patient safety questions
- Include information about who is NOT a candidate for Wegovy

Strengths

- Legitimate, publicly traded telehealth company with regulatory accountability
- Clear and transparent pricing structure including membership fees
- Correct identification of FDA approval status and drug mechanism
- Well-implemented structured data (Product schema with pricing and availability)
- Helpful product comparison between pen and pill formats
- FSA/HSA eligibility information provided

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50

Confidence: 0.72

Needs Work

Analysed: 18 Jun 2026 05:34

Scores at a Glance

48	PQ Score	47	E-E-A-T Overall	35	Experience	50	Expertise
60	Authoritativeness	45	Trust	55	Content Effort	50	Originality
55	Skill	65	Accuracy	60	Reputation		

Page Quality

PQ Rating	medium
PQ Score	48

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page to inform potential customers about Wegovy Pill (oral semaglutide) and convert them into Hims Weight Loss Membership subscribers. It explains the product, pricing, how it works, and how to get started. • Rating Justification: This is a legitimate commercial product page from a known telehealth company selling an FDA-approved prescription medication. It fulfills its transactional purpose adequately but falls short of high quality for a YMYL health topic due to lack of named medical expertise, missing author/reviewer credentials, absence of cited clinical references, and no visible contact or About information. The content is accurate but shallow and primarily promotional.

E-E-A-T

Overall	47
Experience	35
Expertise	50
Authoritativeness	60
Trust	45

E-E-A-T Analysis

Key Strengths: References FDA-approved medication with legitimate brand (Wegovy by Novo Nordisk), Discloses pricing, membership requirements, and billing structure transparently, Includes structured data (Product schema with price, availability, breadcrumb), Mentions provider evaluation and prescription requirement, indicating medical oversight, FSA/HSA eligibility noted, suggesting regulatory compliance awareness • Key Weaknesses: No named medical authors, reviewers, or clinical advisors credited on the page, No contact information or About page detected, No citations or links to clinical studies supporting efficacy claims, Commercial intent dominates; minimal independent medical guidance provided, No patient safety information prominently displayed beyond a brief reference • Trust Evidence: No author information, no named medical reviewers, no contact information visible in the extracted content, and no About page link detected. The page is a commercial sales page for a prescription medication. Pricing and membership terms are disclosed. FSA/HSA eligibility is noted. Important safety information is referenced but not fully displayed in the excerpt. • Expertise Evidence: The page references FDA approval, clinical trial data (32 lbs average weight loss, up to 20% body weight), and explains the mechanism of action (GLP-1, SNAC molecule, semaglutide). However, no named medical professionals, pharmacists, or clinical authors are credited. The content is accurate at a surface level but lacks depth of clinical explanation. • Experience Evidence: No personal user experiences, patient testimonials with verified outcomes, or real-world usage stories are present. The page is a commercial product listing without first-hand accounts from patients or clinicians who have used the product. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (Hims & Hers Health, Inc.) with recognized brand presence in the direct-to-consumer healthcare space. The product is branded Wegovy (Novo Nordisk), an FDA-approved medication, lending some authority. Structured data and breadcrumb schema are implemented correctly.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes and facilitates access to a prescription GLP-1 medication (semaglutide/Wegovy) for weight loss. Prescription medications directly affect physical health and safety. Decisions made based on this page could impact a user's health, including potential side effects, drug interactions, and contraindications. • Potential Harm: Users may make decisions about starting a prescription medication based on incomplete safety information. The page emphasizes benefits and weight loss outcomes without prominently displaying contraindications, side effects, or warnings. Vulnerable populations (e.g., those with thyroid conditions, pancreatitis history) could be harmed if they self-select into treatment without adequate medical screening. • Standards Required: Highest E-E-A-T standards apply. Named medical professionals should review and be credited. Full safety information must be accessible. Clinical evidence should be cited. The telehealth model requires clear disclosure of the prescribing process and limitations.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product description with mechanism of action explained accessibly, Transparent pricing and membership structure disclosed, Comparison between pill and injection formats helps users make informed choices, Step-by-step onboarding process reduces friction and sets expectations • Weaknesses: No safety information, side effects, or contraindications prominently featured, Clinical claims lack visible citations or links to studies, No named healthcare professionals associated with the content, Content is primarily promotional with insufficient medical depth for a prescription drug page, 2,418 words but much of this appears to be CSS/structural code rather than substantive medical content, No FAQ section addressing common patient concerns about semaglutide • Mc Description: The main content is a commercial product page for Wegovy Pill (oral semaglutide) sold through Hims telehealth platform. It covers product description, mechanism of action, dosing instructions, pricing, membership model, comparison with Wegovy Pen, and a 4-step onboarding process.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Hims is a licensed telehealth provider operating in multiple US states • Wegovy is an FDA-approved medication by Novo Nordisk, a reputable pharmaceutical company • Hims has received media coverage in major publications and has regulatory oversight as a telehealth platform

Trust Analysis

Transparency: Moderate transparency regarding pricing and membership model. Low transparency regarding medical authorship, safety information, and clinical evidence sources. The telehealth model is disclosed but the prescribing process details are limited. • Trust Factors: Hims is a publicly traded, regulated telehealth company with established brand reputation, Product is genuine FDA-approved medication (Wegovy by Novo Nordisk), not a supplement or unproven treatment, Prescription requirement and provider evaluation process disclosed, indicating medical oversight, Pricing and membership terms are transparently disclosed, FSA/HSA eligibility noted, suggesting compliance with healthcare financial regulations, Structured data implemented correctly with accurate product information • Distrust Factors: No contact information visible in page content, No named medical authors, reviewers, or clinical advisors, No About page link detected in page structure, Safety information is minimized in favor of promotional content, Clinical claims lack visible citations, Commercial incentive to prescribe may conflict with objective medical guidance

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company (NYSE: HIMS)', 'company': 'Hims & Hers Health, Inc.', 'product_partner': 'Novo Nordisk (manufacturer of Wegovy)', 'regulatory_status': 'Licensed telehealth provider in multiple US states'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims • incomplete_safety_information
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No spam indicators detected, Content is original marketing copy for a legitimate product, No keyword stuffing or manipulative SEO patterns observed, No suspicious patterns flagged in page structure

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in purpose or design — it clearly presents itself as a commercial product page for Wegovy Pill through Hims. However, there is minor informational deception through selective presentation: weight loss claims emphasize best-case outcomes ('up to 20%'), safety information is minimized, and the promotional framing creates an incomplete picture of the medication's risk-benefit profile. This is a common pattern in DTC pharmaceutical marketing but falls short of full informational transparency expected for YMYL health content.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful but contains potentially misleading elements: (1) Weight loss claims use 'up to 20%' language that represents best-case rather than average outcomes without clear qualification; (2) Safety information is referenced ('Important safety information') but not prominently displayed in the main content flow; (3) The promotional framing may lead users to underestimate risks associated with GLP-1 medications. These are not severe harms but represent meaningful gaps for a YMYL prescription drug page.

Ads Analysis

Ad Placement: The page itself is a commercial product/sales page, so the 'ads' are integrated into the page content as CTAs and promotional sections rather than third-party display advertising. The structured data includes product pricing ($149), indicating this is an e-commerce/conversion page. • User Experience Impact: The commercial nature of the page is clear and expected. CTAs ('Get started', 'Join Hims', 'Find my treatment') are prominent but not obstructive to content consumption. The page serves its commercial purpose without aggressive interstitials or pop-ups based on available data.

Recommendations

Critical Issues

• No named medical professionals credited — critical gap for a prescription medication YMYL page

• Safety information is minimized and not prominently displayed despite this being a prescription drug product page

• No contact information or About page detected, reducing trust signals for a health-focused commercial site

Improvements

• Add named medical reviewers or clinical advisors with credentials visibly credited on the page

• Include a comprehensive safety information section with common side effects, contraindications, and warnings prominently displayed (not just referenced)

• Add citations and links to the clinical studies supporting weight loss efficacy claims (32 lbs average, up to 20% body weight)

• Create and link to an About page describing Hims's medical team, licensing, and clinical oversight model

• Add visible contact information (phone, email, or chat) for medical questions

• Clarify that 'up to 20%' represents best-case outcomes and provide average outcome data with proper statistical context

• Add an FAQ section addressing common patient concerns about semaglutide safety, interactions, and eligibility

• Include information about who is NOT eligible for this medication (contraindications)

Strengths

• Legitimate FDA-approved product from a reputable pharmaceutical manufacturer (Novo Nordisk/Wegovy)

• Transparent pricing and membership model with clear billing disclosures

• Prescription requirement and provider evaluation process disclosed, demonstrating medical oversight

• Well-structured product page with clear UX, responsive design, and proper structured data implementation

• FSA/HSA eligibility noted, indicating regulatory compliance awareness

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https://hims.com/weight-loss/zepbound-kwikpen

50

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:45

Scores at a Glance

52	PQ Score	45	E-E-A-T Overall	35	Experience	45	Expertise
55	Authoritativeness	45	Trust	55	Content Effort	50	Originality
55	Skill	65	Accuracy	60	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a product landing page to inform potential customers about Zepbound KwikPen availability through Hims and to drive sign-ups for the Hims Weight Loss Membership. It successfully communicates pricing, mechanism, and enrollment steps. • Rating Justification: This is a YMYL health/medical product page from a legitimate telehealth business (Hims) promoting an FDA-approved prescription medication. The page fulfills its commercial purpose adequately but falls short of high quality due to missing author credentials, lack of detailed safety information on the page itself, no contact info, and thin medical content. It is not deceptive and the medication claims appear accurate, but the E-E-A-T signals are insufficient for a YMYL health topic requiring higher standards.

E-E-A-T

Overall	45
Experience	35
Expertise	45
Authoritativeness	55
Trust	45

E-E-A-T Analysis

Key Strengths: Correctly identifies FDA approval status of Zepbound, Includes trademark disclaimers and non-affiliation notice with Eli Lilly, References clinical efficacy data with footnote citations, Structured data (Product schema) is implemented, FSA/HSA eligibility noted, adding consumer transparency, Membership pricing is disclosed with conditions • Key Weaknesses: No named medical author or licensed provider credited for content, No visible credentials or professional qualifications on the page, No contact information visible in the page excerpt, Empty product description in structured data schema, No links to full prescribing information or clinical study sources, No patient reviews or real-world outcome data presented • Trust Evidence: The page lacks author information, has no visible About page link in the excerpt, and has no direct contact information displayed. It does include important safety information references, FDA approval claims, and trademark disclaimers. The structured data is present and accurate. The description field in the Product schema is empty, which is a minor concern. • Expertise Evidence: The page references FDA approval, clinical data (up to 21% body weight loss), mechanism of action (GLP-1 and GIP receptors), and proper administration instructions. However, there is no named medical author, no credentials listed, no citations to peer-reviewed literature beyond footnote references, and no licensed provider byline on the content itself. • Experience Evidence: The page is a product/service landing page from Hims, a telehealth company. There is no first-hand patient experience shared, no case studies, and no testimonials visible in the excerpt. The page describes a membership-based service with provider evaluation, suggesting some operational experience in telehealth. • Authoritativeness Evidence: Hims is a publicly traded telehealth company (NYSE: HIMS) with some brand recognition in the DTC healthcare space. The page correctly identifies Zepbound as an Eli Lilly product and includes a trademark disclaimer. However, no external authoritative endorsements, medical board affiliations, or peer-reviewed citations are visible.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes a prescription GLP-1 medication (tirzepatide/Zepbound) for weight loss, including dosing instructions, eligibility criteria, and a pathway to obtain a prescription. Decisions made based on this content could directly affect a user's physical health and medical treatment choices. • Potential Harm: Users could make decisions about starting a prescription medication based on incomplete safety information. The page minimizes risks and side effects while emphasizing benefits. Vulnerable populations (those with obesity-related conditions) may be influenced to self-select into treatment without adequate medical consultation. • Standards Required: High E-E-A-T standards are required: named licensed medical professionals authoring or reviewing content, comprehensive safety information, clear references to clinical evidence, transparent pricing without hidden costs, and accessible contact/support information.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product description with key features highlighted, Transparent pricing structure including membership fees, Step-by-step enrollment process explained, Product comparison between KwikPen and Vial formats, FAQ section addresses common user questions, FSA/HSA eligibility disclosed • Weaknesses: Insufficient safety information for a prescription medication page, No detailed side effect profile presented, No contraindications listed on the main page, Clinical evidence cited superficially without methodology context, No information about what happens if the provider does not prescribe, Meta description contains an error referencing 'Hers' instead of 'Hims', No H2 headings for content organization, 2244 words is relatively thin for a YMYL medical product page • Mc Description: The main content is a commercial product landing page for Zepbound KwikPen available through Hims telehealth. It covers product features, mechanism of action, administration instructions, pricing, membership structure, product comparison, and FAQs. The content is marketing-oriented rather than medically informative.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health is a publicly traded company (NYSE: HIMS) • Regulated telehealth platform operating under state medical board oversight • Has faced regulatory scrutiny regarding compounded GLP-1 medications in the past • Generally recognized as a legitimate DTC telehealth provider

Trust Analysis

Transparency: Partially transparent. The page discloses pricing, membership requirements, and prescription conditions in the FAQ. However, it lacks medical authorship transparency, detailed safety disclosures, and accessible contact information on the page itself. • Trust Factors: Legitimate publicly traded telehealth company, Correctly identifies FDA-approved medication, Includes trademark disclaimers and non-affiliation notice, Transparent about membership pricing and conditions, References important safety information, Structured data implemented correctly, FSA/HSA eligibility disclosed, Prescription requirement disclosed in FAQ • Distrust Factors: No contact information visible on the page, No named medical author or reviewer, No About page link in the content, Meta description error ('Hers' vs 'Hims') suggests quality control issues, Safety information is not substantively presented on the page, Empty product description in schema markup, No visible customer reviews or independent verification

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Hims, Inc. (Hims & Hers Health, Inc.)', 'stock_ticker': 'NYSE: HIMS', 'business_type': 'Telehealth platform and DTC healthcare company', 'medical_staff': 'Employs licensed providers for prescription evaluation (not named on page)', 'regulatory_status': 'Operates licensed telehealth services across US states'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	potentially_misleading_health_claims • incomplete_safety_disclosure
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, Content appears to be original marketing copy, Page serves a legitimate commercial purpose, No keyword stuffing or manipulative SEO patterns detected in excerpt

Deception Analysis

Severity: minor • Deception Details: The page is not intentionally deceptive in purpose or design. However, there is minor informational deception through selective presentation: the 21% weight loss claim lacks context, safety risks are minimized, and the meta description contains an error referencing the wrong brand ('Hers' instead of 'Hims'). These are more likely quality control issues and standard marketing practices than deliberate deception.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful but contains potentially misleading elements: the '21% body weight loss' claim is presented without adequate context about trial conditions (highest dose, 72-week duration, specific patient population). Safety information is referenced but not substantively presented on the page. The meta description error ('Hers' instead of 'Hims') suggests quality control issues. The page emphasizes benefits while minimizing risks, which is common in pharmaceutical marketing but falls short of balanced health information standards.

Ads Analysis

Ad Placement: The page has ads flagged but as a commercial product page for Hims' own service, the 'ads' are likely internal promotional CTAs ('Get started', 'Join Hims') rather than third-party advertisements. These are appropriate for a commercial landing page. • User Experience Impact: The CTAs and promotional elements are integrated into the page design and do not appear to obstruct the main content. The page structure guides users through information before conversion points.

Recommendations

Critical Issues

• YMYL health page lacks named medical authorship and credentials — this is a critical E-E-A-T deficiency for prescription medication content

• Safety information is inadequately presented for a prescription medication landing page — users need to understand risks before initiating a consultation

• Meta description references wrong brand ('Hers' instead of 'Hims') indicating quality control issues

Improvements

• Add named licensed medical professional(s) as content author/reviewer with credentials displayed

• Include comprehensive side effect profile and contraindications on the main page, not just a reference to 'important safety information'

• Provide clinical trial context for the 21% weight loss claim (dose, duration, patient population, percentage of participants achieving this outcome)

• Fix meta description error — currently references 'Hers' instead of 'Hims'

• Add visible contact information (phone, email, or chat) on the page

• Add H2 headings for better content structure and accessibility

• Populate the Product schema description field with meaningful content

• Include links to full prescribing information (FDA label) for Zepbound

• Add patient testimonials or real-world outcome data with appropriate disclaimers

• Create or link to an About page explaining Hims' medical team and oversight structure

Strengths

• Legitimate, publicly traded telehealth company with regulatory oversight

• Accurate FDA approval claims with appropriate trademark disclaimers

• Transparent pricing structure including membership fees and conditions

• Clear enrollment process with realistic expectations (prescription not guaranteed)

• Structured data implementation supports search engine understanding

• FSA/HSA eligibility disclosure adds consumer value

266 https://hims.com/weight-loss/zepbound-vial

52

Confidence: 0.75

Needs Work

Analysed: 18 Jun 2026 05:40

Scores at a Glance

52	PQ Score	55	E-E-A-T Overall	45	Experience	55	Expertise
65	Authoritativeness	58	Trust	55	Content Effort	60	Originality
58	Skill	70	Accuracy	65	Reputation		

Page Quality

PQ Rating	medium
PQ Score	52

PQ Analysis

Meets Purpose: True • Purpose Description: The page's purpose is to inform potential customers about Zepbound Vial available through Hims and convert them to sign up for the Weight Loss Membership. It successfully communicates product details, pricing, and the enrollment process. • Rating Justification: This is a legitimate commercial product page from a known telehealth company selling an FDA-approved prescription medication. It meets basic quality standards for an e-commerce/telehealth product page: accurate product information, transparent pricing, and appropriate disclaimers. However, it falls short of high quality for a YMYL health topic due to lack of named medical expertise, minimal safety information, no author credentials, and primarily promotional rather than educational content. The page serves its commercial purpose adequately but does not meet the higher standards expected for prescription medication pages.

E-E-A-T

Overall	55
Experience	45
Expertise	55
Authoritativeness	65
Trust	58

E-E-A-T Analysis

Key Strengths: Legitimate, publicly known telehealth company (Hims) with regulatory compliance, Accurate FDA approval claims with appropriate trademark disclaimers, Transparent pricing structure including membership fees, Mentions licensed providers and medical oversight, Includes important safety information reference, FSA/HSA eligibility noted, indicating regulatory compliance • Key Weaknesses: No named medical author, reviewer, or clinical advisor identified, No contact information visible on the page, No About page link present in the excerpt, Citation superscripts present but full references not visible in excerpt, Commercial intent dominates over patient education, No discussion of contraindications, side effects, or risk factors beyond a brief safety info mention • Trust Evidence: No author or medical reviewer is identified. No contact information is visible on this page. No About page link is present in the excerpt. The page does include structured data, pricing transparency, membership cost disclosure, and important safety information references. Footnotes with superscript citations are present but sources are not fully visible. • Expertise Evidence: The page references FDA approval, clinical data (up to 21% body weight loss), tirzepatide mechanism of action (GLP-1 and GIP receptors), and mentions licensed providers. However, no named medical professionals, authors, or clinical advisors are identified. The product description is accurate at a surface level but lacks depth. • Experience Evidence: The page is a commercial product page from Hims, a telehealth company. There is no first-hand patient experience shared, no case studies, and no testimonials visible in the excerpt. The page describes a membership-based service model suggesting operational experience in telehealth delivery. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company with significant brand recognition in the men's health and wellness space. The page correctly identifies Zepbound as an Eli Lilly product and includes appropriate trademark disclaimers. The company is a legitimate licensed telehealth provider.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page directly promotes and facilitates access to a prescription injectable medication (tirzepatide/Zepbound) for weight loss. Prescription medications are among the highest-stakes YMYL content categories. Decisions made based on this page could directly affect a user's physical health, including potential serious side effects, drug interactions, and medical contraindications. • Potential Harm: Users could make decisions about pursuing prescription medication without adequate understanding of risks, contraindications, or side effects. The page minimizes safety information in favor of conversion. Users with conditions that contraindicate tirzepatide use (e.g., personal/family history of medullary thyroid carcinoma, MEN2, pancreatitis history) may not be adequately warned before initiating the signup process. • Standards Required: Highest E-E-A-T standards required. Should include named medical professionals, comprehensive safety information, clear contraindications, side effect profiles, and transparent clinical evidence with full citations. The page must be held to the strictest quality standards given it facilitates access to prescription medication.

Main Content

MC Quality	medium
Purpose Clear	Yes
Satisfying	No
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear product identification and FDA approval status, Transparent pricing for both medication and membership, Step-by-step enrollment process clearly explained, FAQ section addresses common practical questions, Comparison between Zepbound formats helps user decision-making, Appropriate trademark disclaimers included • Weaknesses: Critically thin on safety information for a prescription medication page, No contraindications or serious side effects listed, No named medical professionals or clinical reviewers, The meta description references 'Hers' while the page is on hims.com - potential content error, Citations are present as superscripts but sources are not visible, No information about who is NOT a good candidate for this medication, Lacks depth expected for a YMYL prescription medication page, No patient reviews or real-world outcome data presented • Mc Description: The main content is a product landing page for Zepbound Vial through Hims' telehealth platform. It covers product overview, mechanism of action, dosing instructions, membership pricing, enrollment steps, product comparison, and FAQ. The content is primarily promotional with minimal clinical depth.

Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	No
Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Licensed telehealth provider operating in multiple US states • Subject to FDA and state medical board regulations • Has faced regulatory scrutiny regarding compounded GLP-1 medications in the past

Trust Analysis

Transparency: Moderate transparency. Pricing is clearly disclosed including the membership model. Trademark ownership is properly attributed. However, the page lacks transparency about the medical team, safety profile, and clinical evidence sources. The provider evaluation process is described but not detailed. • Trust Factors: Legitimate publicly traded telehealth company with regulatory oversight, Sells actual FDA-approved branded medication (not compounded), Transparent pricing with membership fee disclosure, Includes provider evaluation step before prescribing, Appropriate trademark disclaimers for Eli Lilly products, FSA/HSA eligibility indicates compliance with healthcare spending regulations, Structured data implementation shows technical legitimacy, States GLP-1s not available in all states, showing regulatory awareness • Distrust Factors: No contact information visible on this page, No named medical professionals or clinical reviewers, No About page link in the page structure, Meta description error ('Hers' on Hims page) suggests quality control issues, Minimal safety information for a prescription medication, Empty product description in structured data, Heavy commercial emphasis with limited patient education

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Telehealth company', 'stock': 'NYSE: HIMS', 'company': 'Hims, Inc. (Hims & Hers Health, Inc.)', 'medical_team': 'Not identified on this page', 'regulatory_status': 'Licensed telehealth provider, subject to state medical board regulations'}
Reputation	neutral

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No

Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: No significant spam indicators detected, The meta description referencing 'Hers' on a Hims page may indicate template reuse across sister brands, but this is not spam

Deception Analysis

Severity: minor • Deception Details: The page is not deceptive in its primary purpose or design. It clearly presents itself as a commercial product page for Zepbound Vial through Hims. The meta description error ('Hers' instead of 'Hims') appears to be a copy-paste error rather than intentional deception. The '21% body weight loss' claim is cited, though the full citation is not visible. The membership model is clearly disclosed. The page does not make false claims about the medication's approval status or mechanism.

Harm Analysis

Severity: low • Harm Details: The page is not overtly harmful. It promotes a legitimate FDA-approved prescription medication through a licensed telehealth provider. The enrollment process includes a provider evaluation step, which provides a medical safety check. However, the page's minimization of safety information and emphasis on conversion could lead users to underestimate risks. The meta description error ('Hers' on a Hims page) is a minor inaccuracy but not materially misleading about the product itself.

Ads Analysis

Ad Placement: The page is flagged as having ads, but as a commercial product page, the primary content itself is promotional in nature. Any ads present are likely contextually relevant to the health/wellness space. • User Experience Impact: The page's primary commercial purpose means the promotional content is expected. The extensive CSS for responsive images suggests a well-structured layout that likely does not obstruct the main content. No evidence of interstitial ads or pop-ups that would significantly impair user experience.

Recommendations

Critical Issues

• YMYL prescription medication page lacks named medical expertise and clinical reviewer credentials - this is a critical E-E-A-T deficiency

• Insufficient safety information for a prescription injectable medication - contraindications and serious adverse events are not presented, creating potential patient safety risk

• Meta description references wrong brand ('Hers' instead of 'Hims') indicating quality control issues

Improvements

• Add named medical professionals (physicians, pharmacists, or clinical advisors) with credentials who reviewed the page content

• Include comprehensive safety information: contraindications, common and serious side effects, drug interactions, and boxed warning information (thyroid cancer risk)

• Fix the meta description error - it references 'Hers' on a Hims page

• Make citation sources fully visible and linkable (not just superscript numbers)

• Add visible contact information (phone, email, or chat) on the page

• Include an About/Company section link or information about Hims' medical team and licensing

• Add information about who is NOT a candidate for Zepbound (contraindications)

• Populate the structured data product description field which is currently empty

• Include information about the difference between Zepbound Vial and KwikPen in terms of preparation requirements

• Add patient education content about what to expect during treatment, not just weight loss outcomes

Strengths

• Legitimate, publicly traded telehealth company with regulatory oversight selling actual FDA-approved branded medication

• Transparent pricing model including membership fees clearly disclosed

• Appropriate trademark disclaimers for Eli Lilly products demonstrating legal compliance

• Provider evaluation step in enrollment process provides medical safety check

• Well-structured page with proper structured data, breadcrumbs, and responsive design

• FAQ section effectively addresses common practical questions about the service

267 https://hims.com/welcome-back?goto=benefits/account 42

Confidence: 0.8 Needs Work Analysed: 18 Jun 2026 05:46

Scores at a Glance

45	PQ Score	40	E-E-A-T Overall	30	Experience	35	Expertise
50	Authoritativeness	45	Trust	20	Content Effort	15	Originality
40	Skill	70	Accuracy	60	Reputation		

Page Quality

PQ Rating	medium
PQ Score	45

PQ Analysis

Meets Purpose: True • Purpose Description: The page serves as a returning user authentication/sign-in page for the Hims telehealth platform, allowing existing customers to log in and access their account benefits. • Rating Justification: This is a functional login/welcome-back page for returning Hims customers. As a utility page (authentication), it serves a narrow but legitimate purpose. It is not a content page and should not be evaluated as one. The page fulfills its functional purpose of allowing users to sign in, but has extremely minimal content and lacks standard trust signals. For a utility/transactional page from a known brand, medium is appropriate.

E-E-A-T

Overall	40
Experience	30
Expertise	35
Authoritativeness	50
Trust	45

E-E-A-T Analysis

Key Strengths: Hims is a known, legitimate telehealth brand, Uses Auth0 for secure authentication, Production environment with proper SSL/HTTPS • Key Weaknesses: No author or contact information on page, Extremely minimal content (15 words), No transparency about who operates the page, No about page linked from this URL • Trust Evidence: The page is a standard login page for an existing customer account. It uses HTTPS, has production API endpoints, and integrates with Auth0 for authentication. However, there is no contact info, about page, or author info visible on this page. The page has very minimal visible content (only 15 words). • Expertise Evidence: No medical expertise is demonstrated on this page. It is purely a functional sign-in page with email/password fields. The broader Hims platform is a telehealth company, but this specific page shows no expertise indicators. • Experience Evidence: This is a login/authentication page for the Hims telehealth platform. No direct experience signals are present on this specific page. The page itself contains no content demonstrating first-hand experience with health conditions or treatments. • Authoritativeness Evidence: Hims (hims.com) is a publicly traded telehealth company (Hims & Hers Health, Inc.) with some brand recognition in the men's health space. The domain itself carries some authority, but this specific page contributes nothing to authoritativeness.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Hims is a telehealth platform that provides prescription medications, medical consultations, and health-related services. The login page itself does not contain health information, but it is the gateway to a YMYL health platform where users access medical prescriptions and health services. • Potential Harm: The login page itself poses minimal direct harm. However, as a gateway to a health/medical platform, security and trust are critical. Unauthorized access could expose sensitive health information. • Standards Required: As a healthcare platform login, it requires high security standards, clear privacy policies, and transparent operator identification. The broader platform must meet YMYL health standards.

Main Content

MC Quality	low
Purpose Clear	Yes
Satisfying	Yes
Title Quality	adequate
Length Adequate	No

MC Analysis

Strengths: Clear purpose - returning user login, Simple, uncluttered interface, Provides necessary authentication options including password reset, Friendly, welcoming tone • Weaknesses: Extremely minimal content (15 words), No H1 heading present, No contact information, No about page link, No privacy policy or terms of service visible, No meta description • Mc Description: The main content consists of a login form with heading 'Glad you're back', subtext 'Sign in to pick up where you left off', email field, password field, a 'Continue' button, and links for 'New here? Get started' and 'Reset password'. This is a purely functional authentication page.

Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	No

Has Author Info	No
Has About Info	No
Reputation Sources	Hims & Hers Health, Inc. is a publicly traded company (NYSE: HIMS) • Known telehealth brand with significant media coverage • Regulated healthcare provider subject to HIPAA and state medical board oversight

Trust Analysis

Transparency: The page itself is not transparent - it lacks standard trust signals like contact info, privacy policy, and about page links. However, the broader Hims brand is a known, regulated entity. • Trust Factors: Hims is a publicly traded, regulated telehealth company, Uses Auth0 enterprise authentication, Production environment with proper security configurations, HTTPS/SSL encryption, Known brand with established reputation • Distrust Factors: No contact information on this specific page, No privacy policy link visible, No terms of service link visible, No about page accessible from this URL, Minimal content makes trust assessment difficult

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'type': 'Publicly traded telehealth company', 'domain': 'hims.com', 'ticker': 'NYSE: HIMS', 'company': 'Hims & Hers Health, Inc.', 'services': "Men's health telehealth platform offering prescription medications and health consultations"}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	No
Adequate Effort	Yes
Has Originality	No
Is Deceptive	No
Deceptive Purpose	False
Deceptive Design	False
MC Obstructed	No
Harmful – Indiv.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: Very short content (15 words) flagged as suspicious pattern, However, this is expected for a login page

Deception Analysis

Severity: none • Deception Details: No deceptive elements detected. The page clearly presents itself as a login page for returning Hims customers. The URL structure (/welcome-back) and content ('Glad you're back') are consistent with each other.

Harm Analysis

Severity: none • Harm Details: No harmful content detected on this page. It is a standard authentication page for a legitimate telehealth platform.

Ads Analysis

Ad Placement: The page metadata indicates ads are present (Has Ads: True), likely through Google Tag Manager and analytics integrations. On a login page, these would typically be tracking/analytics rather than display ads. No visible obstructive advertising is apparent from the content. • User Experience Impact: Minimal impact. Any ads/tracking present appear to be standard analytics and remarketing tags rather than intrusive display advertising on a functional login page.

Recommendations

Critical Issues

• Page should likely be excluded from search indexing (add noindex) as it is a login page with no value for general search users

• Missing privacy policy and terms of service links on a healthcare platform login page raises compliance concerns

Improvements

• Add a visible link to the privacy policy and terms of service on the login page

• Include a link to the contact/support page for users who need help accessing their account

• Add an H1 heading for proper semantic structure

• Include a meta description for the page

• Add a link to the About page or company information for transparency

• Consider adding a noindex meta tag since this is a gated authentication page that should not appear in search results

Strengths

• Clean, simple authentication interface that fulfills its functional purpose

• Backed by a legitimate, publicly traded telehealth company (Hims & Hers Health, Inc.)

• Secure authentication implementation using Auth0 enterprise solution

• Friendly, welcoming user experience for returning customers

• Proper HTTPS/SSL security implementation