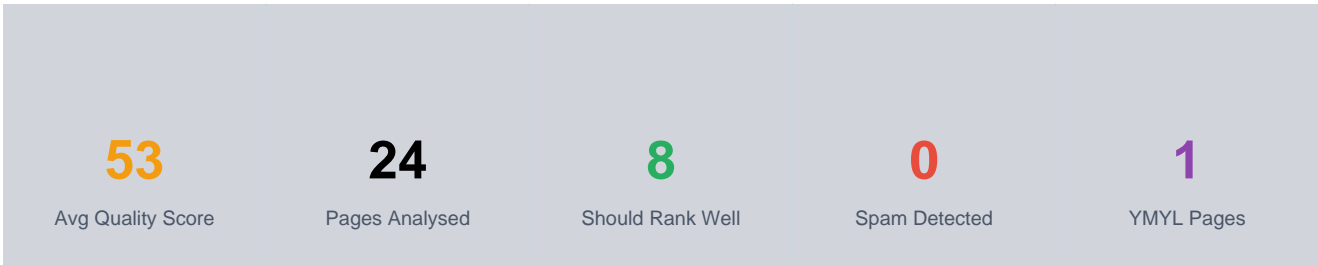


# ClearDesk SEO Quality Analysis Report

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

Report ID: **gcs\_60fc5dc2** Pages Analysed: **24** Generated: **18 Mar 2026 01:49 UTC**

# Executive Summary



## Score Distribution



## Pages Analysed

1	<a href="https://resources.cleardeskseo.com">https://resources.cleardeskseo.com</a>	35/100
2	<a href="https://resources.cleardeskseo.com/">https://resources.cleardeskseo.com/</a>	52/100
3	<a href="https://resources.cleardeskseo.com/ai-image-generator-for-wordpress">https://resources.cleardeskseo.com/ai-image-generator-for-wordpress</a>	40/100
4	<a href="https://resources.cleardeskseo.com/best-seo-audit-tools-for-wordpress-2026">https://resources.cleardeskseo.com/best-seo-audit-tools-for-wordpress-2026</a>	52/100
5	<a href="https://resources.cleardeskseo.com/calculate-content-quality-score-metrics-with-cleardeskseo">https://resources.cleardeskseo.com/calculate-content-quality-score-metrics-with-cleardeskseo</a>	35/100
6	<a href="https://resources.cleardeskseo.com/category/app-features">https://resources.cleardeskseo.com/category/app-features</a>	40/100
7	<a href="https://resources.cleardeskseo.com/category/technical-help">https://resources.cleardeskseo.com/category/technical-help</a>	65/100
8	<a href="https://resources.cleardeskseo.com/cleardeskseo-app-feedback">https://resources.cleardeskseo.com/cleardeskseo-app-feedback</a>	N/A
9	<a href="https://resources.cleardeskseo.com/contact-us">https://resources.cleardeskseo.com/contact-us</a>	N/A
10	<a href="https://resources.cleardeskseo.com/does-your-site-qualify-for-cleardeskseo">https://resources.cleardeskseo.com/does-your-site-qualify-for-cleardeskseo</a>	62/100
11	<a href="https://resources.cleardeskseo.com/how-to-get-seen-by-an-llm-making-your-website-ai-discoverable">https://resources.cleardeskseo.com/how-to-get-seen-by-an-llm-making-your-website-ai-discoverable</a>	74/100
12	<a href="https://resources.cleardeskseo.com/how-to-launch-a-profitable-seo-agency-with-cleardeskseo">https://resources.cleardeskseo.com/how-to-launch-a-profitable-seo-agency-with-cleardeskseo</a>	30/100
13	<a href="https://resources.cleardeskseo.com/privacy-policy">https://resources.cleardeskseo.com/privacy-policy</a>	75/100
14	<a href="https://resources.cleardeskseo.com/seo-crawler-and-technical-seo-audit-tool-complete-website-analysis-with-cleardeskseo">https://resources.cleardeskseo.com/seo-crawler-and-technical-seo-audit-tool-complete-website-analysis-with-cleardeskseo</a>	65/100
15	<a href="https://resources.cleardeskseo.com/ssh-support">https://resources.cleardeskseo.com/ssh-support</a>	65/100
16	<a href="https://resources.cleardeskseo.com/stop-guessing-start-scoring-cleardeskseo-google-content-scoring-feature-changes-everything">https://resources.cleardeskseo.com/stop-guessing-start-scoring-cleardeskseo-google-content-scoring-feature-changes-everything</a>	35/100
17	<a href="https://resources.cleardeskseo.com/tag/rankmath-2">https://resources.cleardeskseo.com/tag/rankmath-2</a>	N/A
18	<a href="https://resources.cleardeskseo.com/tag/seo-crawling">https://resources.cleardeskseo.com/tag/seo-crawling</a>	35/100
19	<a href="https://resources.cleardeskseo.com/tag/seo-maintenance">https://resources.cleardeskseo.com/tag/seo-maintenance</a>	N/A
20	<a href="https://resources.cleardeskseo.com/tag/wordpress">https://resources.cleardeskseo.com/tag/wordpress</a>	52/100
21	<a href="https://resources.cleardeskseo.com/tag/yoast">https://resources.cleardeskseo.com/tag/yoast</a>	N/A
22	<a href="https://resources.cleardeskseo.com/terms-and-conditions">https://resources.cleardeskseo.com/terms-and-conditions</a>	65/100
23	<a href="https://resources.cleardeskseo.com/the-best-seo-plugins-for-wordpress-your-complete-guide-for-2026">https://resources.cleardeskseo.com/the-best-seo-plugins-for-wordpress-your-complete-guide-for-2026</a>	72/100
24	<a href="https://resources.cleardeskseo.com/top-marketing-agency-tools-for-2026">https://resources.cleardeskseo.com/top-marketing-agency-tools-for-2026</a>	58/100

1
https://resources.cleardeskseo.com

35

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

**Scores at a Glance**

<b>35</b> PQ Score	<b>25</b> E-E-A-T Overall	<b>25</b> Experience	<b>30</b> Expertise
<b>20</b> Authoritativeness	<b>25</b> Trust	<b>40</b> Content Effort	<b>25</b> Originality
<b>35</b> Skill	<b>60</b> Accuracy	<b>25</b> Reputation	

**Page Quality**

PQ Rating	low
PQ Score	35

**PQ Analysis**

Meets Purpose: True • Purpose Description: To provide SEO resources and information about ClearDesk SEO tool  
 • Rating Justification: Resources page with basic SEO content but lacks depth, originality, and clear authorship. Content appears generic and doesn't demonstrate significant expertise or unique value.

**E-E-A-T**

Overall	25
Experience	25
Expertise	30
Authoritativeness	20
Trust	25

**E-E-A-T Analysis**

Key Strengths: Has contact information, Structured data implementation, Technical SEO focus • Key Weaknesses: No author identification, Missing about page, Generic content without unique insights, No credentials or qualifications shown • Trust Evidence: Contact information present but no author details, about page missing, no clear company background or team information. • Expertise Evidence: Basic SEO knowledge demonstrated but lacks depth. Content covers standard topics without advanced insights or technical expertise. • Experience Evidence: Limited evidence of hands-on SEO experience. Content appears generic without specific case studies or real-world examples. • Authoritativeness Evidence: No clear author identification, credentials, or industry recognition. No external validation or citations from authoritative sources.

**YMYL**

Is YMYL	No
---------	----

Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: SEO and digital marketing content does not directly impact health, financial security, safety, or civic well-being. • Potential Harm: Minimal - poor SEO advice could impact business performance but not life-altering decisions. • Standards Required: Standard content quality expectations apply, not heightened YMYL standards.

## Main Content

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

#### MC Analysis

Strengths: Clear organization, Multiple topics covered, Consistent formatting, Good word count • Weaknesses: Generic content, No unique insights, Missing author information, Future dates seem artificial • Mc Description: Resources page containing multiple SEO-related articles and guides, organized as a blog-style listing with excerpts and read more links.

## Trust & Reputation

Trust Level	low
Reputation Score	25
Has Contact Info	Yes
Has Author Info	No
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Poor - limited information about who creates the content or company background • Trust Factors: Contact information available, Professional website design, Structured data implementation • Distrust Factors: No author identification, Missing about page, No company background, Future publication dates, Generic content

## Creator

Creator Identified	No
Creator Type	business
Credentials	{}
Reputation	unknown

## 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	No
Ads Obstructive	No
Monetization OK	Yes

#### Spam Analysis

Confidence: low • Spam Indicators: Generic content patterns, Future publication dates

#### Deception Analysis

Severity: none • Deception Details: No clear deceptive practices identified. Purpose is clear as SEO resources.

#### Harm Analysis

Severity: none • Harm Details: No harmful content identified. Standard SEO advice that appears generally accurate.

#### Ads Analysis

Ad Placement: No ads detected on the page • User Experience Impact: No negative impact from advertising

## Recommendations

### Critical Issues

- Missing author identification
- No about page or company background
- Generic content without unique value

### Improvements

- Add clear author information and credentials
- Create comprehensive about page with company background
- Develop more original, in-depth content with unique insights
- Add case studies and real-world examples
- Include author bios and expertise indicators
- Remove suspicious future publication dates

### Strengths

- Clear website structure and navigation
- Good technical implementation with structured data

- Professional design and formatting
- Contact information available

2

https://resources.cleardeskseo.com/

52

Confidence: 0.7

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

55 PQ Score	43 E-E-A-T Overall	45 Experience	50 Expertise
35 Authoritativeness	40 Trust	65 Content Effort	60 Originality
55 Skill	50 Accuracy	45 Reputation	

Page Quality

PQ Rating medium

PQ Score 55

PQ Analysis

Meets Purpose: True • Purpose Description: To provide SEO-related resources and articles for users interested in SEO tools and techniques • Rating Justification: The page serves its purpose as a resources hub with relevant SEO content, but lacks author information and has some trust issues that prevent a higher rating

E-E-A-T

Overall	43
Experience	45
Expertise	50
Authoritativeness	35
Trust	40

E-E-A-T Analysis

Key Strengths: Technical SEO knowledge demonstrated, Structured data implementation, Contact information provided • Key Weaknesses: No author identification, No about page, URL inconsistencies in schema, Questionable claims about Google methods • Trust Evidence: Has contact information and structured data, but lacks author information, about page, and has concerning URL inconsistencies in schema markup • Expertise Evidence: Articles cover SEO topics with technical depth including crawling, content scoring, and WordPress optimization. However, some claims about 'reverse engineering Google's methods' are questionable • Experience Evidence: Content shows some practical SEO knowledge with specific tool recommendations and technical details, but lacks deep personal insights or case studies that would demonstrate extensive hands-on experience • Authoritativeness Evidence: No clear author identification, limited external recognition signals, and inconsistent URL structure (cleardeskseo.com vs wpseoscan.com) undermines authority

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: SEO and digital marketing content does not directly impact health, safety, financial security, or civic well-being • Potential Harm: Minimal - poor SEO advice could impact business results but not fundamental well-being • Standards Required: Standard content quality expectations apply

## Main Content

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

#### MC Analysis

Strengths: Clear organization of resources, Detailed technical content, Relevant topic coverage • Weaknesses: No author attribution, Some questionable claims, Technical inconsistencies in URLs • Mc Description: Resources page containing multiple SEO-related articles covering topics like agency building, audit tools, content scoring, and WordPress optimization

## Trust & Reputation

Trust Level	medium
Reputation Score	45
Has Contact Info	Yes
Has Author Info	No
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Limited - lacks author and company information that would increase transparency • Trust Factors: Contact information available, Structured data implementation, Professional presentation • Distrust Factors: No author identification, No about page, URL inconsistencies in schema, Questionable claims about Google methods

## Creator

Creator Identified	No
Creator Type	business
Credentials	{}
Reputation	unknown

## 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 claims
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: medium • Spam Indicators: None

**Deception Analysis**

Severity: none • Deception Details: No clear deceptive practices, though some claims may be overstated

**Harm Analysis**

Severity: low • Harm Details: Contains potentially misleading claims about reverse engineering Google's methods and uses future dates inappropriately, which could mislead users about capabilities and timeline

**Ads Analysis**

Ad Placement: No ads present on the page • User Experience Impact: No negative impact from advertising

## Recommendations

**Critical Issues**

- Missing author attribution reduces trust and E-E-A-T
- URL inconsistencies suggest technical problems

**Improvements**

- Add clear author information and credentials
- Create an about page explaining company background
- Fix URL inconsistencies in schema markup
- Substantiate claims about Google methods with evidence
- Use current dates instead of future dates

**Strengths**

- Comprehensive SEO content coverage
- Good technical implementation with structured data

- Clear organization and presentation

3
https://resources.cleardeskseo.com/ai-image-generator-for-wordpress

40

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

**Scores at a Glance**

<b>35</b> PQ Score	<b>43</b> E-E-A-T Overall	<b>45</b> Experience	<b>40</b> Expertise
<b>35</b> Authoritativeness	<b>50</b> Trust	<b>40</b> Content Effort	<b>50</b> Originality
<b>35</b> Skill	<b>70</b> Accuracy	<b>55</b> Reputation	

**Page Quality**

PQ Rating low\_plus

PQ Score 35

**PQ Analysis**

Meets Purpose: True • Purpose Description: To promote ClearDesk SEO's AI image generation feature for WordPress users and provide basic information about the tool's capabilities. • Rating Justification: The page serves a clear purpose but is primarily promotional with limited substantive content. While not harmful or deceptive, it lacks the depth and comprehensive information users would expect for a topic comparison.

**E-E-A-T**

Overall 43

Experience 45

Expertise 40

Authoritativeness 35

Trust 50

**E-E-A-T Analysis**

Key Strengths: Proper structured data implementation, Clear author attribution, Contact information available • Key Weaknesses: Primarily promotional content, Limited depth of expertise demonstration, Lack of comprehensive about page, No external validation or citations • Trust Evidence: Has contact information and author attribution. Structured data is properly implemented. However, lacks comprehensive about page and detailed company information. • Expertise Evidence: Basic understanding of WordPress and AI image generation concepts, but lacks technical depth, comparative analysis, or advanced insights that would indicate subject matter expertise. • Experience Evidence: Limited evidence of hands-on experience with AI image generation tools. Content lacks specific examples, screenshots, or detailed usage scenarios that would demonstrate practical experience. • Authoritativeness Evidence: ClearDesk SEO appears to be promoting their own tool primarily. Limited external validation, citations, or recognition from authoritative sources in the WordPress/SEO community.

## YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

### YMYL Analysis

Reasoning: Content about WordPress AI image generation tools does not directly impact health, financial security, safety, or civic/democratic processes. • Potential Harm: Minimal potential harm - worst case would be users choosing a suboptimal tool for their needs. • Standards Required: Standard content quality expectations apply, not heightened YMYL standards.

## Main Content

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

### MC Analysis

Strengths: Clear purpose and title, Proper formatting and structure, Specific feature details • Weaknesses: Very short content (665 words claimed but appears much shorter), Primarily promotional, Lacks comprehensive comparison or detailed guidance, No visual examples or screenshots • Mc Description: Brief promotional content describing ClearDesk SEO's AI image generation feature for WordPress, including pricing information and basic functionality overview.

## Trust & Reputation

Trust Level	medium
Reputation Score	55
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

### Trust Analysis

Transparency: Moderate transparency with contact info and author details, but lacks comprehensive company information. • Trust Factors: Contact information provided, Author attribution present, Proper structured data, Professional website design • Distrust Factors: No comprehensive about page, Primarily self-promotional, Limited external validation, Future dates in metadata

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## 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	No
Ads Obstructive	No
Monetization OK	Yes

### Spam Analysis

Confidence: high • Spam Indicators: None

### Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Purpose is clear as promotional content.

### Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page is promotional but not deceptive or harmful.

### Ads Analysis

Ad Placement: No ads present on the page. • User Experience Impact: No negative impact from advertising.

## Recommendations

### Critical Issues

- Content too brief and promotional for the topic
- Lacks demonstration of expertise and authority

### Improvements

- Add comprehensive about page with company background and team credentials
- Include detailed comparisons with other AI image generation tools
- Provide screenshots and visual examples of the tool in action
- Add case studies or user testimonials
- Expand content with technical details and implementation guides

- Fix future dates in structured data
- Include external citations and validation

### Strengths

- Clear purpose and professional presentation
- Proper technical implementation with structured data
- Contact information and author attribution provided

4

<https://resources.cleardeskseo.com/best-seo-audit-tools-for-wordpress-2026>

52

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

55	PQ Score	43	E-E-A-T Overall	45	Experience	50	Expertise
35	Authoritativeness	40	Trust	65	Content Effort	40	Originality
55	Skill	70	Accuracy	50	Reputation		

Page Quality

PQ Rating medium

PQ Score 55

PQ Analysis

Meets Purpose: True • Purpose Description: To inform users about the best SEO audit tools for WordPress in 2026  
 • Rating Justification: The page provides useful information about SEO audit tools with specific details and pricing, but is significantly compromised by self-promotional content and limited expertise demonstration

E-E-A-T

Overall	43
Experience	45
Expertise	50
Authoritativeness	35
Trust	40

E-E-A-T Analysis

Key Strengths: Comprehensive tool comparison, Specific pricing information, Technical SEO knowledge demonstrated • Key Weaknesses: Self-promotional content, Limited author credentials, Lack of independent authority signals • Trust Evidence: Has contact information and structured data, but lacks comprehensive about page and author credentials. The heavy promotion of ClearDesk SEO raises some trust concerns • Expertise Evidence: Demonstrates understanding of SEO concepts like Core Web Vitals, schema markup, and technical SEO issues. However, lacks deep technical insights or advanced strategies • Experience Evidence: Content shows some practical knowledge of SEO tools and WordPress, with specific pricing and feature details that suggest hands-on familiarity • Authoritativeness Evidence: Limited authority signals - no clear credentials, minimal author information, and the site appears to be primarily promotional for ClearDesk SEO

YMYL

Is YMYL No

---

Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Content about SEO tools and software recommendations does not directly impact health, financial security, safety, or civic well-being • Potential Harm: Minimal - poor tool recommendations could waste money but unlikely to cause significant harm • Standards Required: Standard content quality expectations apply

---

## Main Content

---

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

#### MC Analysis

Strengths: Clear structure, Specific tool details, Practical pricing information, Good length and depth • Weaknesses: Heavy self-promotion, Future dating may confuse users, Limited independent perspective • Mc Description: Comprehensive guide to SEO audit tools for WordPress with detailed descriptions, pricing, and feature comparisons

---

## Trust & Reputation

---

Trust Level	medium
Reputation Score	50
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Moderate - some transparency elements present but lacks comprehensive disclosure • Trust Factors: Contact information provided, Structured data present, Professional presentation • Distrust Factors: Heavy self-promotion, No about page, Limited author credentials, Future dating

---

## Creator

---

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

---

## 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 – Individ.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_dating
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: medium • Spam Indicators: Self-promotional content

**Deception Analysis**

Severity: minor • Deception Details: The 2026 dating creates false impression of future knowledge or updated information

**Harm Analysis**

Severity: low • Harm Details: The 2026 dating is misleading as it suggests future knowledge or updated information that may not be accurate

**Ads Analysis**

Ad Placement: No traditional ads present • User Experience Impact: No negative impact from advertising

## Recommendations

**Critical Issues**

- Misleading 2026 dating
- Heavy self-promotion undermines objectivity

**Improvements**

- Remove future dating and use current year
- Add independent author credentials
- Create comprehensive about page
- Reduce self-promotional bias
- Add more authoritative sources and citations

**Strengths**

- Comprehensive tool coverage
- Specific pricing details
- Well-structured content

- Good technical knowledge demonstration

5
https://resources.cleardeskseo.com/calculate-content-quality-score-metrics-with-cleardeskseo

35

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

**Scores at a Glance**

<b>35</b> PQ Score	<b>44</b> E-E-A-T Overall	<b>45</b> Experience	<b>55</b> Expertise
<b>40</b> Authoritativeness	<b>35</b> Trust	<b>70</b> Content Effort	<b>40</b> Originality
<b>65</b> Skill	<b>50</b> Accuracy	<b>25</b> Reputation	

## Page Quality

PQ Rating low\_plus

PQ Score 35

**PQ Analysis**

Meets Purpose: True • Purpose Description: To explain how ClearDesk SEO calculates content quality metrics and promote their SEO tool • Rating Justification: While the content covers relevant SEO topics comprehensively, the future publication dates, lack of verifiable authorship, and unsubstantiated claims about proprietary methods significantly undermine credibility. The promotional nature and trust issues prevent a higher rating.

## E-E-A-T

Overall 44

Experience 45

Expertise 55

Authoritativeness 40

Trust 35

**E-E-A-T Analysis**

Key Strengths: Comprehensive coverage of SEO metrics, Technical depth in content analysis, Structured presentation of information • Key Weaknesses: Future publication dates raise credibility concerns, Generic authorship without credentials, Unsubstantiated claims about proprietary methods, No verifiable company information • Trust Evidence: Contact information present but no about page. Future publication dates (2026) are suspicious. No clear company information or verifiable credentials. • Expertise Evidence: Demonstrates understanding of SEO concepts like E-E-A-T, semantic relevance, and technical SEO. Uses appropriate terminology and covers relevant metrics comprehensively. • Experience Evidence: Limited evidence of hands-on experience with content quality scoring. Claims about 'reverse engineering Google's methods' and 'millions of pages' lack specific examples or case studies. • Authoritativeness Evidence: Generic author 'ClearDesk SEO' with no individual credentials. No external recognition, citations, or authoritative sources linking to the content.

## YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

### YMYL Analysis

Reasoning: SEO and content marketing advice does not directly impact health, financial security, safety, or civic well-being. This is business/marketing guidance. • Potential Harm: Minimal - poor SEO advice could impact business performance but not fundamental well-being • Standards Required: Standard content quality expectations apply, not heightened YMYL standards

## Main Content

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

### MC Analysis

Strengths: Detailed coverage of SEO metrics, Well-organized structure, Technical depth, Clear explanations • Weaknesses: Future publication dates undermine credibility, Promotional tone throughout, Unsubstantiated proprietary claims, Lack of supporting evidence • Mc Description: Comprehensive explanation of content quality metrics and scoring methodology, presented as promotional content for ClearDesk SEO tool

## Trust & Reputation

Trust Level	low
Reputation Score	25
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

### Trust Analysis

Transparency: Poor - no clear company information, generic author, suspicious dates • Trust Factors: Contact information provided, Technical knowledge demonstrated, Professional presentation • Distrust Factors: Future publication dates, Generic authorship, No about page, Unverifiable claims, Promotional bias

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## 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.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_claims
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: medium • Spam Indicators: Future publication dates suggest potential manipulation

**Deception Analysis**

Severity: moderate • Deception Details: Future publication dates (2026) are deceptive and misleading about content recency. Claims about proprietary methods lack substantiation.

**Harm Analysis**

Severity: low • Harm Details: Future publication dates and unsubstantiated claims about proprietary methods could mislead users about the tool's capabilities and the content's recency

**Ads Analysis**

Ad Placement: No ads present on the page • User Experience Impact: No impact from advertising

---

## Recommendations

**Critical Issues**

- Future publication dates must be corrected
- Unsubstantiated claims about proprietary methods need evidence
- Generic authorship needs improvement

**Improvements**

- Correct publication dates to actual dates
- Provide verifiable author credentials and company information
- Add supporting evidence for proprietary claims
- Include case studies or examples

- Create an about page with company details
- Reduce promotional tone and add objective analysis

### Strengths

- Comprehensive topic coverage
- Technical depth and accuracy
- Well-structured presentation
- Clear explanations of complex concepts

6

https://resources.cleardeskseo.com/category/app-features

40

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

35	PQ Score	42	E-E-A-T Overall	40	Experience	45	Expertise
35	Authoritativeness	50	Trust	50	Content Effort	45	Originality
55	Skill	60	Accuracy	50	Reputation		

Page Quality

PQ Rating low\_plus

PQ Score 35

PQ Analysis

Meets Purpose: True • Purpose Description: Archive page displaying blog posts categorized under 'App Features' for the ClearDesk SEO tool • Rating Justification: This is a category archive page with limited unique content. While technically functional, it serves primarily as a navigation page with promotional content excerpts rather than providing substantial value to users seeking information about app features.

E-E-A-T

Overall 42

Experience 40

Expertise 45

Authoritativeness 35

Trust 50

E-E-A-T Analysis

Key Strengths: Technical implementation with structured data, Contact information available, Professional website structure • Key Weaknesses: No about page, Limited author credentials, Lack of third-party validation, Promotional tone over educational value • Trust Evidence: Basic contact information present, structured data implemented, but lacks comprehensive about page, detailed author credentials, and third-party trust signals. • Expertise Evidence: Some technical SEO knowledge demonstrated through feature descriptions and tool functionality, but lacks depth and comprehensive expertise indicators. • Experience Evidence: Limited evidence of hands-on SEO experience. Content appears promotional rather than demonstrating deep practical experience with SEO challenges and solutions. • Authoritativeness Evidence: No clear industry recognition, citations, or authoritative backlinks evident. Brand appears relatively new with limited established authority in SEO space.

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: SEO tool features and digital marketing content do not directly impact health, financial security, safety, or civic well-being in ways that would classify as YMYL. • Potential Harm: Minimal - poor SEO advice could impact business results but not fundamental well-being • Standards Required: Standard content quality expectations apply, not heightened YMYL standards

## Main Content

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

#### MC Analysis

Strengths: Clear navigation structure, Proper categorization, Professional formatting • Weaknesses: Limited unique content, Primarily promotional excerpts, Insufficient depth for user needs, Future-dated content raises credibility concerns • Mc Description: Category archive page displaying excerpts from blog posts about ClearDesk SEO app features, including agency launch guide, AI image generator, and content scoring feature.

## Trust & Reputation

Trust Level	medium
Reputation Score	50
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Moderate - basic contact info but lacking comprehensive company/author information • Trust Factors: Contact information provided, Professional website design, Structured data implementation, Author attribution present • Distrust Factors: No about page, Limited author credentials, Future-dated content, Primarily promotional content

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## 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 – Individ.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

#### Spam Analysis

Confidence: medium • Spam Indicators: Future-dated content could indicate manipulation

#### Deception Analysis

Severity: minor • Deception Details: No clear deceptive practices identified, though future dating of content is questionable.

#### Harm Analysis

Severity: none • Harm Details: No harmful content identified. Standard promotional material for SEO tools.

#### Ads Analysis

Ad Placement: No advertisements present on the page • User Experience Impact: No negative impact from ads

## Recommendations

### Critical Issues

- Future-dated content undermines credibility
- Lack of about page reduces trustworthiness

### Improvements

- Add comprehensive about page with company background and team credentials
- Enhance author profiles with relevant SEO experience and qualifications
- Remove future-dated content or explain the dating system
- Expand category page with unique, valuable content beyond post excerpts
- Add third-party validation, testimonials, or case studies

### Strengths

- Professional technical implementation

- Clear site structure and navigation
- Contact information readily available

7

<https://resources.cleardeskseo.com/category/technical-help>

65

Confidence: 0.8

Should Rank

Analysed: 05 Mar 2026 05:01

Scores at a Glance

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

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: Category archive page organizing technical SEO and WordPress-related help articles for users seeking technical guidance • Rating Justification: Archive page serves its purpose of organizing technical help content with clear navigation and relevant articles, but lacks depth as an individual page

E-E-A-T

Overall 65

Experience 65

Expertise 70

Authoritativeness 60

Trust 65

E-E-A-T Analysis

Key Strengths: Technical SEO expertise demonstrated, Professional presentation, Structured content organization • Key Weaknesses: No about page present, Limited author credentials shown, Unclear company background information • Trust Evidence: Contact information provided, structured data implemented properly, professional website design with consistent branding • Expertise Evidence: Articles cover technical SEO topics like crawling, content quality metrics, and AI optimization with industry-specific terminology and detailed explanations • Experience Evidence: Content demonstrates practical knowledge of SEO tools and WordPress optimization with specific tool recommendations and technical implementation details • Authoritativeness Evidence: ClearDesk SEO appears to be an established SEO tool provider with structured content and professional presentation, though limited external validation visible

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Technical SEO and WordPress guidance does not directly impact health, financial security, safety, or civic well-being • Potential Harm: Minimal - incorrect SEO advice could impact business performance but not cause significant harm • Standards Required: Standard content quality expectations apply, not heightened YMYL standards

## Main Content

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

#### MC Analysis

Strengths: Clear organization, Relevant content previews, Consistent formatting, Proper categorization • Weaknesses: Limited unique content on archive page itself, Some placeholder dates suggest incomplete content • Mc Description: Archive page displaying technical help articles with clear titles, publication dates, author attribution, and brief excerpts

## Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Moderate - basic contact info provided but limited company transparency • Trust Factors: Contact information available, Professional design, Consistent branding, Proper structured data • Distrust Factors: No about page, Limited company background information, Some future publication dates

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
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	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: high • Spam Indicators: None

**Deception Analysis**

Severity: none • Deception Details: No deceptive practices identified - clear purpose and straightforward presentation

**Harm Analysis**

Severity: none • Harm Details: No harmful content identified - technical SEO guidance poses minimal risk

**Ads Analysis**

Ad Placement: No advertisements present on the page • User Experience Impact: No negative impact from ads

## Recommendations

**Critical Issues**

- Missing about page reduces trust signals

**Improvements**

- Add comprehensive about page
- Provide more detailed author credentials
- Fix future publication dates
- Add company background information

**Strengths**

- Well-organized content structure
- Technical expertise demonstrated
- Professional presentation

- Clear navigation

8

https://resources.cleardeskseo.com/cleardeskseo-app-feedback



Confidence: –

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

PQ Score	E-E-A-T Overall	Experience	Expertise
Authoritativeness	Trust	Content Effort	Originality
Skill	Accuracy	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 – Individ.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

---

## Recommendations

9

https://resources.cleardeskseo.com/contact-us



Confidence: –

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

PQ Score	E-E-A-T Overall	Experience	Expertise
Authoritativeness	Trust	Content Effort	Originality
Skill	Accuracy	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 – Individ.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

---

## Recommendations

10

<https://resources.cleardeskseo.com/does-your-site-qualify-for-cleardeskseo>

62

Confidence: 0.8

Should Rank

Analysed: 05 Mar 2026 05:01

Scores at a Glance

62	PQ Score	59	E-E-A-T Overall	65	Experience	70	Expertise
45	Authoritativeness	55	Trust	75	Content Effort	70	Originality
75	Skill	80	Accuracy	55	Reputation		

Page Quality

PQ Rating medium

PQ Score 62

PQ Analysis

Meets Purpose: True • Purpose Description: Interactive qualification quiz to determine if agencies are suitable for ClearDesk SEO service based on business size, technical requirements, and budget • Rating Justification: Functional qualification tool that serves its purpose but lacks transparency and authoritative signals. Good user experience but limited trust indicators.

E-E-A-T

Overall	59
Experience	65
Expertise	70
Authoritativeness	45
Trust	55

E-E-A-T Analysis

Key Strengths: Practical industry knowledge, Technical specificity, Professional presentation • Key Weaknesses: No author information, Missing about page, Limited company transparency, Unclear credentials • Trust Evidence: Contact information present, structured data implemented, professional design, but lacks transparency about company, team, or credentials • Expertise Evidence: Demonstrates knowledge of SEO tools ecosystem, WordPress management challenges, and agency business models with specific revenue ranges and site counts • Experience Evidence: Interactive qualification quiz shows practical understanding of agency needs, specific technical requirements (SSH access, SEO plugins), and realistic pricing tiers • Authoritativeness Evidence: Limited brand recognition, no author information, missing about page, and unclear company background reduce authoritative signals

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Business qualification tool for SEO services - not health, financial advice, safety, or civic content that could significantly impact wellbeing • Potential Harm: Minimal - mainly business decision tool with limited financial impact • Standards Required: Standard business content requirements apply

## Main Content

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

#### MC Analysis

Strengths: Clear purpose, Interactive functionality, Logical progression, Personalized results • Weaknesses: No supporting information about the company, Limited context about the service, Missing transparency elements • Mc Description: Interactive 7-question qualification quiz that assesses agency suitability based on business type, revenue, site count, budget, technical access, and SEO tools

## Trust & Reputation

Trust Level	medium
Reputation Score	55
Has Contact Info	Yes
Has Author Info	No
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Limited - basic contact info but no company details, team information, or credentials • Trust Factors: Contact information available, Professional design, Structured data implementation, Realistic business criteria • Distrust Factors: No author information, Missing about page, Limited company background, Future dates in metadata

## Creator

Creator Identified	No
Creator Type	business
Credentials	{}
Reputation	unknown

## 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	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: high • Spam Indicators: None

**Deception Analysis**

Severity: none • Deception Details: No deceptive practices identified - clear purpose and straightforward functionality

**Harm Analysis**

Severity: none • Harm Details: No harmful content identified - straightforward business qualification tool

**Ads Analysis**

Ad Placement: No advertisements present • User Experience Impact: Clean interface without ad distractions

## Recommendations

**Critical Issues**

- Missing about page reduces trustworthiness
- No author information limits E-A-T signals

**Improvements**

- Add comprehensive about page with company background
- Include author/team information and credentials
- Provide more context about the ClearDesk SEO service
- Fix future dates in structured data
- Add testimonials or case studies for credibility

**Strengths**

- Well-designed interactive qualification tool

- Clear purpose and user flow
- Professional presentation
- Realistic business criteria and technical requirements

11

https://resources.cleardeskseo.com/how-to-get-seen-by-an-llm-making-your-website-ai-discoverable

74

Confidence: 0.8

Should Rank

Analysed: 05 Mar 2026 05:01

Scores at a Glance

75 PQ Score	73 E-E-A-T Overall	75 Experience	80 Expertise
65 Authoritativeness	70 Trust	85 Content Effort	80 Originality
85 Skill	85 Accuracy	65 Reputation	

Page Quality

PQ Rating medium\_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To educate website owners on optimizing their sites for AI/LLM discoverability, including technical implementation details and best practices • Rating Justification: High-quality technical content that serves its purpose well, with good depth and practical value. Well-structured and comprehensive, though could benefit from stronger authoritativeness signals

E-E-A-T

Overall 73

Experience 75

Expertise 80

Authoritativeness 65

Trust 70

E-E-A-T Analysis

Key Strengths: Technical depth and practical guidance, Clear structure and comprehensive coverage, Specific implementation examples • Key Weaknesses: Limited author credentials displayed, No external validation or citations, Relatively new domain/brand • Trust Evidence: Has contact information, author attribution, and structured data. Content appears accurate and helpful without obvious commercial bias • Expertise Evidence: Shows technical knowledge of LLMs, structured data, semantic HTML, and modern SEO practices. Provides detailed implementation guidance and best practices • Experience Evidence: Content demonstrates practical experience with SEO and AI optimization, providing specific technical implementation details like llm.txt file structure and code examples • Authoritativeness Evidence: Published by ClearDesk SEO, a business in the SEO space. Content is comprehensive and well-structured, though limited external validation of authority

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Content about SEO and website optimization techniques does not directly impact health, financial security, safety, or civic/democratic processes • Potential Harm: Minimal - incorrect SEO advice could impact business performance but not health/safety/finances directly • Standards Required: Standard content quality expectations apply

## Main Content

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

#### MC Analysis

Strengths: Well-organized with clear headings, Practical implementation details, Comprehensive coverage of the topic, Good use of examples • Weaknesses: Could benefit from more citations, Some technical claims need verification, Future dates in metadata are concerning • Mc Description: Comprehensive guide on optimizing websites for AI/LLM discoverability, covering llm.txt implementation, content structure, and technical best practices

## Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Moderate - basic contact and author info provided but limited transparency about organization • Trust Factors: Contact information provided, Author attribution present, Structured data implementation, Professional presentation • Distrust Factors: Future dates in metadata, No about page, Limited external validation, Self-promotional elements

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## 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	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: medium • Spam Indicators: Future publication dates are suspicious

**Deception Analysis**

Severity: none • Deception Details: No significant deceptive practices identified. Content purpose is clear and design is straightforward

**Harm Analysis**

Severity: none • Harm Details: No harmful content identified. Provides legitimate technical advice for website optimization

**Ads Analysis**

Ad Placement: No ads present on the page • User Experience Impact: No negative impact from advertising

## Recommendations

**Critical Issues**

- Future dates in structured data need correction

**Improvements**

- Fix future publication dates in metadata
- Add more external citations and sources
- Include author credentials and expertise
- Add an about page for better transparency

**Strengths**

- Comprehensive technical coverage
- Clear structure and organization

- Practical implementation guidance
- Good use of examples and code snippets

12

<https://resources.cleardeskseo.com/how-to-launch-a-profitable-seo-agency-with-cleardeskseo>

30

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

35	PQ Score	25	E-E-A-T Overall	25	Experience	30	Expertise
20	Authoritativeness	25	Trust	60	Content Effort	30	Originality
40	Skill	45	Accuracy	25	Reputation		

Page Quality

PQ Rating	low
PQ Score	35

PQ Analysis

Meets Purpose: False • Purpose Description: Ostensibly to educate about starting an SEO agency, but primarily serves as promotional content for ClearDesk SEO tool • Rating Justification: While the content is structured and covers relevant topics, it's primarily promotional material disguised as educational content. The heavy focus on selling ClearDesk SEO, unrealistic income projections, and lack of balanced perspective significantly reduce quality.

E-E-A-T

Overall	25
Experience	25
Expertise	30
Authoritativeness	20
Trust	25

E-E-A-T Analysis

Key Strengths: Structured step-by-step approach, Includes specific tools and pricing • Key Weaknesses: Heavy promotional focus on ClearDesk SEO, Lack of individual author credentials, Unrealistic income projections, Future publication dates • Trust Evidence: Contact information present but no About page. Author information is vague (company name only). Future publication dates (2026) raise credibility concerns. • Expertise Evidence: Basic SEO knowledge demonstrated but lacks depth. Generic advice about WordPress setup and HubSpot integration. No advanced SEO strategies or unique insights. • Experience Evidence: Limited evidence of real agency experience. Content focuses heavily on promoting ClearDesk SEO tool rather than demonstrating hands-on agency building experience. • Authoritativeness Evidence: No established authority in SEO industry. Author is listed as 'ClearDesk SEO' (company name) rather than individual expert. No credentials, certifications, or industry recognition mentioned.

## YMYL

Is YMYL	Yes
Category	financial_security
Risk Level	clear_ymyl

### YMYL Analysis

Reasoning: Content provides financial advice about starting a business and making income projections. Claims about earning potential (\$216,000-\$864,000 annually) directly impact financial decisions. • Potential Harm: Unrealistic income projections could lead to poor financial decisions, quitting stable employment, or financial losses from following advice. • Standards Required: High E-E-A-T standards required for business/financial advice content

## Main Content

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

### MC Analysis

Strengths: Comprehensive length, Step-by-step structure, Specific tool recommendations, Detailed pricing breakdowns • Weaknesses: Heavily promotional, Unrealistic expectations, Lacks balanced perspective, Missing risk disclosures, Generic advice • Mc Description: Long-form guide about starting an SEO agency that heavily promotes ClearDesk SEO tool while providing basic business setup advice.

## Trust & Reputation

Trust Level	low
Reputation Score	25
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

### Trust Analysis

Transparency: Limited transparency about author credentials and company background • Trust Factors: Contact information provided, Structured data present, Professional website design • Distrust Factors: No About page, Author is company name not individual, Future publication dates, Heavy promotional focus, Unrealistic claims

## Creator

Creator Identified	No
Creator Type	business
Credentials	{}
Reputation	unknown

## Quality Flags

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

#### Spam Analysis

Confidence: medium • Spam Indicators: Heavy promotional focus, Unrealistic income claims

#### Deception Analysis

Severity: moderate • Deception Details: Presents as educational content but is primarily promotional. Misleading income projections without risk disclosure. Future publication dates suggest content management issues.

#### Harm Analysis

Severity: medium • Harm Details: Presents unrealistic income projections without discussing risks, challenges, or failure rates. Could mislead individuals into making poor financial decisions based on overly optimistic scenarios.

#### Ads Analysis

Ad Placement: No traditional ads present • User Experience Impact: No impact from ads, but promotional content throughout affects experience

---

## Recommendations

### Critical Issues

- Misleading income projections without risk disclosure
- Lack of author credibility for financial advice
- Heavy promotional focus disguised as education

### Improvements

- Add realistic risk disclosures and failure rate statistics
- Provide individual author credentials and expertise
- Create comprehensive About page

- Balance promotional content with objective advice
- Fix publication date issues
- Include case studies from real agency owners
- Discuss challenges and potential downsides

### Strengths

- Comprehensive step-by-step structure
- Specific tool recommendations and pricing
- Professional presentation and formatting

13

<https://resources.cleardeskseo.com/privacy-policy>

75

Confidence: 0.85

Should Rank

Analysed: 05 Mar 2026 05:01

Scores at a Glance

75	PQ Score	75	E-E-A-T Overall	70	Experience	75	Expertise
70	Authoritativeness	85	Trust	85	Content Effort	70	Originality
80	Skill	85	Accuracy	80	Reputation		

Page Quality

PQ Rating medium\_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To inform users about data collection, usage, and privacy practices for the ClearDesk SEO automation platform • Rating Justification: Well-crafted privacy policy that serves its purpose effectively. Comprehensive coverage of data practices with clear language and proper legal structure. Minor technical inconsistencies don't significantly impact functionality.

E-E-A-T

Overall 75

Experience 70

Expertise 75

Authoritativeness 70

Trust 85

E-E-A-T Analysis

Key Strengths: Clear legal compliance, Transparent data practices, Professional presentation, Specific contact details • Key Weaknesses: No author information, Limited about page information, Some URL inconsistencies in structured data • Trust Evidence: Comprehensive privacy policy with specific contact information, physical address, clear data practices, and compliance with privacy regulations. No deceptive practices identified. • Expertise Evidence: Well-structured privacy policy covering GDPR, data retention, international transfers, and technical security measures. Demonstrates knowledge of privacy law requirements. • Experience Evidence: Privacy policy demonstrates practical experience with SEO automation tools, data processing, and compliance requirements. Shows understanding of user data flows and third-party integrations. • Authoritativeness Evidence: Registered business entity (ClearDesk SEO LLC) with physical address. Professional domain and structured data implementation. Clear organizational identity.

## YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

### YMYL Analysis

Reasoning: Privacy policy is informational legal content that doesn't directly impact health, financial security, or safety. While important for transparency, it's not YMYL content. • Potential Harm: Minimal - primarily informational content about data practices • Standards Required: Standard privacy policy requirements and legal compliance

## Main Content

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

### MC Analysis

Strengths: Comprehensive coverage, Clear section organization, Specific contact information, Legal compliance details • Weaknesses: Some technical inconsistencies in structured data, Standard template format • Mc Description: Comprehensive privacy policy explaining data collection, usage, sharing, retention, and user rights for ClearDesk SEO automation platform

## Trust & Reputation

Trust Level	high
Reputation Score	80
Has Contact Info	Yes
Has Author Info	No
Has About Info	No
Reputation Sources	–

### Trust Analysis

Transparency: High - clear explanation of data practices, user rights, and contact methods • Trust Factors: Clear contact information, Physical business address, Professional presentation, Transparent data practices, Legal compliance • Distrust Factors: No author information, No about page, Minor URL inconsistencies

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'email': 'info@cleardeskseo.com', 'address': '5441 S MACADAM AVE STE R PORTLAND OR 97239 USA', 'business_name': 'ClearDesk SEO LLC'}
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	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: high • Spam Indicators: None

**Deception Analysis**

Severity: none • Deception Details: No deceptive practices identified. Clear purpose and transparent information presentation.

**Harm Analysis**

Severity: none • Harm Details: No harmful content identified. Privacy policy appears transparent and compliant with privacy regulations.

**Ads Analysis**

Ad Placement: No ads present on privacy policy page • User Experience Impact: No impact - clean presentation focused on content

---

## Recommendations

**Improvements**

- Fix URL inconsistencies in structured data
- Add author/legal team information
- Include about page information
- Add last reviewed date

**Strengths**

- Comprehensive privacy coverage
- Clear contact information

- Professional presentation
- Legal compliance
- Transparent data practices

14

<https://resources.cleardeskseo.com/seo-crawler-and-technical-seo-audit-tool-complete-website-analysis-with-cleardeskseo>

65

Confidence: 0.8

Should Rank

Analysed: 05 Mar 2026 05:01

Scores at a Glance

65	PQ Score	65	E-E-A-T Overall	65	Experience	70	Expertise
60	Authoritativeness	65	Trust	75	Content Effort	60	Originality
70	Skill	80	Accuracy	65	Reputation		

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: To explain SEO crawling and technical auditing while promoting ClearDesk SEO's tool capabilities • Rating Justification: The page serves its purpose of explaining SEO crawling tools with adequate detail and technical accuracy, but is primarily promotional for ClearDesk SEO's services rather than purely informational

E-E-A-T

Overall 65

Experience 65

Expertise 70

Authoritativeness 60

Trust 65

E-E-A-T Analysis

Key Strengths: Technical accuracy in SEO concepts, Clear explanation of complex topics, Professional presentation with structured data • Key Weaknesses: No about page, Limited external authority signals, Promotional content mixed with informational • Trust Evidence: Has contact information, proper structured data, professional design, and clear authorship. However, lacks an about page and external reputation signals • Expertise Evidence: Shows knowledge of SEO technical concepts, search engine behavior, and website architecture. Uses appropriate technical terminology and explains complex concepts clearly • Experience Evidence: Content demonstrates practical understanding of SEO crawling and technical auditing with specific technical details like canonical tags, meta robots directives, and crawl processes • Authoritativeness Evidence: Published by ClearDesk SEO with proper structured data and professional presentation. However, limited external validation or recognition in the SEO industry

## YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

### YMYL Analysis

Reasoning: Content about SEO tools and website technical analysis does not directly impact health, safety, financial security, or civic well-being • Potential Harm: Minimal - incorrect SEO advice could impact business performance but not fundamental well-being • Standards Required: Standard content quality expectations apply

## Main Content

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

### MC Analysis

Strengths: Clear structure with proper headings, Technical accuracy, Comprehensive coverage of SEO crawling concepts • Weaknesses: Promotional nature reduces purely informational value, Limited depth in some technical areas, Future dates in metadata • Mc Description: Informational content about SEO crawling and technical auditing that explains concepts while promoting ClearDesk SEO's tool capabilities

## Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

### Trust Analysis

Transparency: Moderate - clear about being promotional content for ClearDesk SEO but lacks comprehensive company information • Trust Factors: Contact information available, Clear authorship, Professional design, Proper structured data • Distrust Factors: No about page, Limited external reputation signals, Future publication dates in metadata

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## 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	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: high • Spam Indicators: None

**Deception Analysis**

Severity: none • Deception Details: Content is clearly promotional but transparent about its purpose. No deceptive practices identified

**Harm Analysis**

Severity: none • Harm Details: No harmful content identified. Technical SEO information appears accurate and helpful

**Ads Analysis**

Ad Placement: No advertisements present on the page • User Experience Impact: No negative impact from ads

---

## Recommendations

**Critical Issues**

- Incorrect future dates in metadata

**Improvements**

- Add comprehensive about page
- Fix future publication dates in structured data
- Include more external authority signals
- Separate promotional content more clearly from informational content

**Strengths**

- Technical accuracy

- Clear structure and presentation
- Comprehensive coverage of SEO crawling topics
- Professional design and user experience

15

<https://resources.cleardeskseo.com/ssh-support>

65

Confidence: 0.8

Should Rank

Analysed: 05 Mar 2026 05:01

Scores at a Glance

65 PQ Score	62 E-E-A-T Overall	65 Experience	70 Expertise
55 Authoritativeness	60 Trust	70 Content Effort	75 Originality
70 Skill	80 Accuracy	60 Reputation	

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: To provide a quick reference guide for hosting providers that offer SSH access for WordPress sites • Rating Justification: Content serves its purpose as a technical resource but has limitations in depth and presentation. Provides useful information but could be more comprehensive

E-E-A-T

Overall	62
Experience	65
Expertise	70
Authoritativeness	55
Trust	60

E-E-A-T Analysis

Key Strengths: Technical accuracy, Practical hosting knowledge, Transparent disclaimers • Key Weaknesses: Limited author credentials, No about page, Unclear company background • Trust Evidence: Has contact information and author attribution, but lacks comprehensive about page. Includes disclaimer about provider affiliations which shows transparency • Expertise Evidence: Shows technical knowledge of SSH, WP-CLI, server management, and hosting provider differences. Uses appropriate technical terminology and provides specific implementation details • Experience Evidence: Content demonstrates practical experience with SSH hosting configurations across multiple providers, showing familiarity with technical requirements and hosting environments • Authoritativeness Evidence: Limited authoritativeness - no clear credentials shown, no external recognition, and disclaimer states no affiliation with hosting providers mentioned

YMYL

Is YMYL No

Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Technical hosting information does not directly impact health, financial security, safety, or civic well-being • Potential Harm: Minimal - incorrect hosting choice could cause inconvenience but not significant harm • Standards Required: Standard content quality expectations apply

## Main Content

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

#### MC Analysis

Strengths: Clear organization, Practical provider comparisons, Relevant technical details, Helpful links • Weaknesses: Could use more detailed technical explanations, Limited depth on setup procedures, Basic formatting • Mc Description: A curated list of hosting providers offering SSH access, with brief descriptions of their SSH capabilities and target use cases

## Trust & Reputation

Trust Level	medium
Reputation Score	60
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Moderate - includes disclaimers about affiliations but lacks comprehensive company information • Trust Factors: Contact information available, Author attribution present, Transparent disclaimers, Professional domain • Distrust Factors: No about page, Limited company information, Unclear credentials

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## 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	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: high • Spam Indicators: None

**Deception Analysis**

Severity: none • Deception Details: No deceptive practices identified. Purpose is clear and information appears accurate

**Harm Analysis**

Severity: none • Harm Details: No harmful content identified. Technical information appears accurate and helpful

**Ads Analysis**

Ad Placement: No ads present on the page • User Experience Impact: No negative impact from advertising

## Recommendations

**Critical Issues**

- Missing about page information
- Limited author credibility indicators

**Improvements**

- Add comprehensive about page with company background
- Include author credentials and expertise
- Expand technical details and setup instructions
- Add more recent update timestamps

**Strengths**

- Clear technical focus
- Practical provider comparisons
- Good organization
- Transparent disclaimers

- No spam or deceptive content

16

<https://resources.cleardeskseo.com/stop-guessing-start-scoring-cleardeskseo-google-content-scoring-feature-changes-everything>

35

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

35	PQ Score	43	E-E-A-T Overall	45	Experience	50	Expertise
35	Authoritativeness	40	Trust	75	Content Effort	60	Originality
70	Skill	30	Accuracy	25	Reputation		

Page Quality

PQ Rating low\_plus

PQ Score 35

PQ Analysis

Meets Purpose: True • Purpose Description: To promote ClearDesk SEO's content scoring feature by claiming it uses Google's actual internal scoring methods • Rating Justification: While the content is well-written and addresses a legitimate topic, it makes extraordinary unsubstantiated claims about having reverse-engineered Google's internal scoring system. The promotional nature and lack of evidence for key claims significantly impact quality.

E-E-A-T

Overall 43

Experience 45

Expertise 50

Authoritativeness 35

Trust 40

E-E-A-T Analysis

Key Strengths: Understanding of E-E-A-T concepts, Professional presentation, Clear contact information • Key Weaknesses: Unsubstantiated claims about reverse-engineering Google, Future publication dates, Lacks credible evidence for extraordinary claims • Trust Evidence: Contact information provided, structured data present, but makes extraordinary claims without evidence. Future publication dates (2026) raise credibility concerns • Expertise Evidence: Content demonstrates understanding of SEO concepts and Google's quality guidelines, but makes unsubstantiated claims about having 'cracked' Google's scoring system • Experience Evidence: Author claims to have reverse-engineered Google's scoring system but provides no evidence of actual experience with Google's internal processes or quality rating systems • Authoritativeness Evidence: No established authority in SEO field demonstrated. Company appears to be promoting their own tool without third-party validation or recognition

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Content is about SEO tools and website optimization, which does not directly impact health, financial security, safety, or civic well-being • Potential Harm: Minimal direct harm, though misleading business claims could impact purchasing decisions • Standards Required: Standard content quality expectations apply

## Main Content

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

#### MC Analysis

Strengths: Clear structure and flow, Addresses user pain points, Professional presentation, Adequate length and detail • Weaknesses: Makes unsubstantiated extraordinary claims, Primarily promotional rather than informational, Lacks evidence for key assertions • Mc Description: A promotional article for ClearDesk SEO's content scoring feature that claims to use Google's actual internal scoring methods

## Trust & Reputation

Trust Level	low
Reputation Score	25
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Limited transparency about company background and credentials • Trust Factors: Contact information provided, Professional website design, Structured data implementation • Distrust Factors: Extraordinary unsubstantiated claims, Future publication dates, No about page, Lacks third-party validation

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## 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.	No
Harmful – Groups	No
Misleading	Yes
Harmful Categories	misleading_business_claims
Ads Present	No
Ads Obstructive	No
Monetization OK	Yes

**Spam Analysis**

Confidence: high • Spam Indicators: None

**Deception Analysis**

Severity: moderate • Deception Details: Makes misleading claims about having reverse-engineered Google's internal systems and using Google's actual scoring rubric without providing evidence

**Harm Analysis**

Severity: medium • Harm Details: Makes misleading claims about having reverse-engineered Google's internal scoring system and having access to Google's actual rubric, which could mislead potential customers

**Ads Analysis**

Ad Placement: No ads detected on the page • User Experience Impact: No negative impact from advertising

## Recommendations

**Critical Issues**

- Misleading claims about access to Google's internal systems
- Future publication dates in metadata
- Lack of evidence for extraordinary claims

**Improvements**

- Provide evidence or remove claims about reverse-engineering Google's systems
- Add an about page with company background and credentials
- Include third-party validation or testimonials
- Fix publication date metadata issues
- Focus on demonstrable features rather than unsubstantiated claims

**Strengths**

- Professional writing and presentation
- Clear structure and user-focused content
- Good understanding of SEO concepts
- Adequate technical implementation

17

https://resources.cleardeskseo.com/tag/rankmath-2



Confidence: –

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

PQ Score	E-E-A-T Overall	Experience	Expertise
Authoritativeness	Trust	Content Effort	Originality
Skill	Accuracy	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 – Individ.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

---

## Recommendations

18

<https://resources.cleardeskseo.com/tag/seo-crawling>

35

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

35	PQ Score	48	E-E-A-T Overall	45	Experience	50	Expertise
40	Authoritativeness	55	Trust	30	Content Effort	40	Originality
35	Skill	60	Accuracy	35	Reputation		

Page Quality

PQ Rating low\_plus

PQ Score 35

PQ Analysis

Meets Purpose: True • Purpose Description: Archive page displaying posts tagged with 'SEO Crawling' to help users find related content • Rating Justification: This is a tag archive page with minimal content that serves primarily as a gateway to promotional blog posts. The page has basic functionality but limited value and concerning technical issues.

E-E-A-T

Overall 48

Experience 45

Expertise 50

Authoritativeness 40

Trust 55

E-E-A-T Analysis

Key Strengths: Contact information provided, Structured data implementation, Clear branding • Key Weaknesses: No about page, Domain inconsistencies in structured data, Limited demonstration of expertise, Primarily promotional content • Trust Evidence: Has contact information and structured data, but lacks about page. Domain inconsistencies in structured data (cleardeskseo.com vs wpseoscan.com) raise concerns. • Expertise Evidence: Basic SEO knowledge demonstrated through tool recommendations and feature descriptions, but lacks depth and technical detail expected from SEO experts. • Experience Evidence: Limited evidence of hands-on SEO experience. Content appears promotional rather than demonstrating deep practical experience with SEO crawling and auditing. • Authoritativeness Evidence: No clear credentials or industry recognition shown. Company appears to be promoting their own tool without establishing authority in the SEO space.

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

**YMYL Analysis**

Reasoning: SEO tools and techniques do not directly impact health, financial security, safety, or civic processes in ways that could cause significant harm. • Potential Harm: Minimal - poor SEO advice could impact business performance but not cause serious harm • Standards Required: Standard web content quality expectations apply

## Main Content

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

**MC Analysis**

Strengths: Clear navigation structure, Relevant post categorization, Basic SEO implementation • Weaknesses: Very thin content, Primarily promotional, Technical inconsistencies, Limited value to users, Future dating concerns • Mc Description: Archive page showing two blog post excerpts related to SEO crawling - one about WordPress SEO audit tools and another about Google content scoring features.

## Trust & Reputation

Trust Level	low
Reputation Score	35
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	-

**Trust Analysis**

Transparency: Limited transparency due to missing about page and domain inconsistencies • Trust Factors: Contact information available, Structured data implemented, SSL certificate implied • Distrust Factors: No about page, Domain inconsistencies in structured data, Future dating, Primarily promotional content

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## Quality Flags

Is Spam	No
Spam Type	none

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

**Spam Analysis**

Confidence: low • Spam Indicators: Thin content, Promotional focus

**Deception Analysis**

Severity: minor • Deception Details: Future dating (2026) may deceive users about content freshness and timeline. Domain inconsistencies in structured data are also concerning.

**Harm Analysis**

Severity: low • Harm Details: Uses future dates (2026) which could mislead users about when content was created or the currentness of information.

**Ads Analysis**

Ad Placement: No ads detected on the page • User Experience Impact: No negative impact from advertising

## Recommendations

**Critical Issues**

- Domain inconsistencies in structured data
- Misleading future dates
- Missing about page

**Improvements**

- Add comprehensive about page with company information and credentials
- Fix domain inconsistencies in structured data
- Remove future dating or clearly explain the dating system
- Add more substantial content to archive pages
- Provide more detailed author credentials and expertise evidence

**Strengths**

- Clear site structure and navigation
- Contact information provided
- Proper structured data implementation

19

https://resources.cleardeskseo.com/tag/seo-maintenance



Confidence: –

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

PQ Score	E-E-A-T Overall	Experience	Expertise
Authoritativeness	Trust	Content Effort	Originality
Skill	Accuracy	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 – Individ.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

---

## Recommendations

20

https://resources.cleardeskseo.com/tag/wordpress

52

Confidence: 0.8

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

55	PQ Score	48	E-E-A-T Overall	45	Experience	50	Expertise
40	Authoritativeness	55	Trust	40	Content Effort	35	Originality
50	Skill	70	Accuracy	55	Reputation		

Page Quality

PQ Rating medium

PQ Score 55

PQ Analysis

Meets Purpose: True • Purpose Description: Archive page displaying WordPress-related content from ClearDesk SEO blog, allowing users to browse posts tagged with 'WordPress' • Rating Justification: This is a tag archive page with limited content. While technically functional, it serves primarily as a navigation page with brief excerpts from two blog posts about WordPress SEO tools.

E-E-A-T

Overall	48
Experience	45
Expertise	50
Authoritativeness	40
Trust	55

E-E-A-T Analysis

Key Strengths: Contact information provided, Proper structured data implementation, Clear author attribution • Key Weaknesses: No about page, Potential bias promoting own product, Limited demonstration of deep expertise, Generic content without unique insights • Trust Evidence: Has contact information and author attribution. Structured data properly implemented. However, lacks comprehensive about page information. • Expertise Evidence: Basic SEO knowledge demonstrated but lacks depth. Mentions standard tools like Yoast SEO but doesn't provide advanced insights or technical expertise. • Experience Evidence: Limited evidence of hands-on experience with WordPress SEO tools. Content appears generic without specific case studies or detailed implementation examples. • Authoritativeness Evidence: ClearDesk SEO appears to be promoting their own tool, which creates potential bias. No clear industry recognition or authoritative backlinks evident.

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Content focuses on SEO tools and WordPress optimization, which are technical/business topics that don't directly impact health, safety, financial security, or civic well-being. • Potential Harm: Minimal - poor SEO advice could impact business performance but not fundamental well-being • Standards Required: Standard content quality expectations apply, not heightened YMYL standards

## Main Content

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

#### MC Analysis

Strengths: Clear navigation structure, Proper categorization, Functional archive layout • Weaknesses: Very limited content depth, Primarily promotional in nature, No substantial value-add beyond basic tool listings, Future dates suggest placeholder content • Mc Description: Archive page showing WordPress-tagged posts with brief excerpts from two articles about SEO tools and content scoring features.

## Trust & Reputation

Trust Level	medium
Reputation Score	55
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Moderate - some contact info provided but lacks comprehensive company information • Trust Factors: Contact information available, Author attribution present, Proper technical implementation, No obvious deceptive practices • Distrust Factors: No about page, Self-promotional content, Limited transparency about company background, Future dates suggest test/placeholder content

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## Quality Flags

Is Spam	No
---------	----

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

**Spam Analysis**

Confidence: low • Spam Indicators: Self-promotional content, Limited unique value

**Deception Analysis**

Severity: none • Deception Details: No significant deceptive practices identified. Purpose is clear as a company blog archive.

**Harm Analysis**

Severity: none • Harm Details: No harmful content identified. Standard SEO advice and tool recommendations.

**Ads Analysis**

Ad Placement: No ads present on the page • User Experience Impact: No impact from advertising

## Recommendations

**Critical Issues**

- Future dates suggest test/placeholder content
- Lack of about page reduces trustworthiness

**Improvements**

- Add comprehensive about page with company background and credentials
- Develop more in-depth, original content with unique insights
- Include case studies or detailed examples demonstrating expertise
- Fix date inconsistencies and placeholder content
- Add more substantial content to archive pages

**Strengths**

- Proper technical implementation

- Clear site structure and navigation
- Contact information provided
- No harmful or deceptive content

21

https://resources.cleardeskseo.com/tag/yoast



Confidence: –

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

PQ Score	E-E-A-T Overall	Experience	Expertise
Authoritativeness	Trust	Content Effort	Originality
Skill	Accuracy	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 – Individ.	No
Harmful – Groups	No
Misleading	No
Harmful Categories	–
Ads Present	–
Ads Obstructive	No
Monetization OK	–

---

## Recommendations

22

https://resources.cleardeskseo.com/terms-and-conditions

65

Confidence: 0.8

Should Rank

Analysed: 05 Mar 2026 05:01

Scores at a Glance

65 PQ Score	62 E-E-A-T Overall	60 Experience	65 Expertise
55 Authoritativeness	70 Trust	75 Content Effort	60 Originality
70 Skill	80 Accuracy	65 Reputation	

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: To provide legally binding terms and conditions for users of ClearDesk SEO automation platform • Rating Justification: Well-structured legal document that serves its purpose adequately with proper coverage of essential terms, though lacks some elements that would elevate quality

E-E-A-T

Overall	62
Experience	60
Expertise	65
Authoritativeness	55
Trust	70

E-E-A-T Analysis

Key Strengths: Clear legal entity registration, Comprehensive terms coverage, Professional presentation • Key Weaknesses: No author information, No about page, Limited demonstration of SEO expertise beyond legal terms • Trust Evidence: Complete contact information, proper legal entity registration, transparent terms, structured data implementation • Expertise Evidence: Terms demonstrate understanding of SEO industry practices, subscription models, and legal requirements for SaaS platforms • Experience Evidence: Company provides specific business registration details and physical address in Oregon, indicating operational experience • Authoritativeness Evidence: Registered LLC with physical address, proper legal structure, but limited external validation of authority in SEO space

YMYL

Is YMYL No

Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Terms and conditions page for SEO software service - does not directly impact health, financial security, safety, or civic processes • Potential Harm: Minimal - primarily contractual obligations for software service • Standards Required: Standard business terms quality expectations

## Main Content

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

#### MC Analysis

Strengths: Complete coverage of essential legal topics, Clear section organization, Specific company details provided • Weaknesses: URL inconsistencies in structured data, Standard template language, No unique value-add content • Mc Description: Comprehensive terms and conditions document covering company information, eligibility, service description, billing, acceptable use, intellectual property, warranties, liability, and dispute resolution

## Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	Yes
Has Author Info	No
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Good business transparency with registration details and contact information, but limited information about company background • Trust Factors: Complete business registration details, Physical address provided, Professional email contact, Proper legal structure • Distrust Factors: No author information, No about page, URL inconsistencies in structured data

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'address': '5441 S MACADAM AVE STE R PORTLAND OR 97239', 'registration': 'Oregon LLC', 'business_name': 'ClearDesk SEO LLC'}
Reputation	unknown

## Quality Flags

Is Spam	No
Spam Type	none

Copied Content	No
AI Generated	-
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	True
Deceptive Design	True
MC Obstructed	No
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: None

**Deception Analysis**

Severity: none • Deception Details: No deceptive practices identified - straightforward legal document

**Harm Analysis**

Severity: none • Harm Details: No harmful content identified - standard business terms document

**Ads Analysis**

Ad Placement: No advertisements present • User Experience Impact: Clean presentation without advertising distractions

## Recommendations

**Critical Issues**

- Fix domain inconsistencies between cleardeskseo.com and wpseoscan.com in structured data

**Improvements**

- Add company about page for better context
- Resolve URL inconsistencies in structured data
- Include author/legal team information
- Add last updated timestamps for transparency

**Strengths**

- Comprehensive legal coverage
- Clear business registration details
- Professional presentation
- Good contact information

23

<https://resources.cleardeskseo.com/the-best-seo-plugins-for-wordpress-your-complete-guide-for-2026>

72

Confidence: 0.8

Should Rank

Analysed: 05 Mar 2026 05:01

Scores at a Glance

72 PQ Score	73 E-E-A-T Overall	75 Experience	80 Expertise
65 Authoritativeness	70 Trust	85 Content Effort	65 Originality
80 Skill	85 Accuracy	65 Reputation	

Page Quality

PQ Rating medium\_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: To provide a comprehensive guide to WordPress SEO plugins while promoting ClearDesk SEO as a complementary tool • Rating Justification: Well-researched, comprehensive guide with good technical depth. However, the heavy promotion of ClearDesk SEO throughout the content reduces objectivity and creates potential bias concerns.

E-E-A-T

Overall 73

Experience 75

Expertise 80

Authoritativeness 65

Trust 70

E-E-A-T Analysis

Key Strengths: Comprehensive plugin analysis, Technical depth and accuracy, Practical implementation advice • Key Weaknesses: Heavy promotion of own product, Limited author credentials, No external validation • Trust Evidence: Contact information provided, structured data implemented, professional presentation. However, lacks individual author credentials and about page information. • Expertise Evidence: Comprehensive coverage of major WordPress SEO plugins with detailed technical knowledge. Demonstrates understanding of SEO principles, plugin architectures, and performance considerations. • Experience Evidence: Content demonstrates hands-on experience with WordPress SEO plugins, providing specific feature comparisons and practical use cases. Shows understanding of agency workflows and client management challenges. • Authoritativeness Evidence: Content is published by ClearDesk SEO, a company in the SEO space. However, limited external recognition or citations from authoritative sources in the SEO industry.

## YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

### YMYL Analysis

Reasoning: Content about WordPress SEO plugins does not directly impact health, safety, financial security, or civic well-being. This is technical/informational content about software tools. • Potential Harm: Minimal - poor SEO plugin choice could impact business performance but not fundamental well-being • Standards Required: Standard content quality expectations apply

## Main Content

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

### MC Analysis

Strengths: Thorough plugin coverage, Technical accuracy, Practical implementation advice, Good structure and readability • Weaknesses: Heavy self-promotion, Potential bias in recommendations, Limited discussion of plugin disadvantages • Mc Description: Comprehensive guide covering major WordPress SEO plugins (Yoast, Rank Math, AIOSEO, SEOPress, The SEO Framework) with detailed feature analysis and positioning of ClearDesk SEO as complementary tool.

## Trust & Reputation

Trust Level	medium
Reputation Score	65
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

### Trust Analysis

Transparency: Moderate - clear this is from ClearDesk SEO but lacks detailed author information and company background • Trust Factors: Contact information provided, Professional presentation, Technical accuracy, Proper structured data • Distrust Factors: No about page, Heavy self-promotion, Limited author credentials, Potential commercial bias

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No
AI Generated	–
Adequate Effort	Yes
Has Originality	Yes
Is Deceptive	No
Deceptive Purpose	True
Deceptive Design	True
MC Obstructed	No
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: None

### Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Purpose is clear, design is straightforward, and information appears accurate.

### Harm Analysis

Severity: none • Harm Details: No harmful content identified. Information appears accurate and helpful for WordPress users seeking SEO solutions.

### Ads Analysis

Ad Placement: No ads present on the page • User Experience Impact: No negative impact from advertising

## Recommendations

### Critical Issues

- Heavy promotional bias throughout content
- Limited transparency about author qualifications

### Improvements

- Add detailed author credentials and expertise
- Include an about page with company information
- Reduce promotional bias and provide more balanced plugin comparisons
- Add external validation or citations from SEO industry sources

### Strengths

- Comprehensive plugin coverage
- Technical accuracy and depth
- Well-structured and readable content
- Practical implementation advice

24

<https://resources.cleardeskseo.com/top-marketing-agency-tools-for-2026>

58

Confidence: 0.75

Needs Work

Analysed: 05 Mar 2026 05:01

Scores at a Glance

58	PQ Score	44	E-E-A-T Overall	45	Experience	55	Expertise
35	Authoritativeness	40	Trust	65	Content Effort	40	Originality
55	Skill	70	Accuracy	45	Reputation		

Page Quality

PQ Rating medium

PQ Score 58

PQ Analysis

Meets Purpose: True • Purpose Description: To provide marketing agencies with information about essential tools for 2026 • Rating Justification: Content serves its purpose as a marketing tools guide but lacks depth, specific examples, and authoritative sourcing. Adequate length and structure but limited unique insights.

E-E-A-T

Overall	44
Experience	45
Expertise	55
Authoritativeness	35
Trust	40

E-E-A-T Analysis

Key Strengths: Covers legitimate industry-standard tools, Well-structured content with clear sections, Includes practical feature lists • Key Weaknesses: Generic authorship without individual expertise, No About page or detailed company information, Lacks specific examples or case studies, URL inconsistencies in structured data • Trust Evidence: Basic contact information present, structured data implemented, but no About page, unclear author credentials, and URL/domain inconsistencies in structured data • Expertise Evidence: Demonstrates familiarity with major marketing tools and their features, but analysis is surface-level without deep technical insights • Experience Evidence: Content shows some practical knowledge of marketing tools but lacks specific examples of real agency implementation or case studies • Authoritativeness Evidence: Limited authority signals - generic author byline 'ClearDesk SEO', no individual expert identified, no external recognition or citations

YMYL

Is YMYL No

Category	none
Risk Level	not_ymyl

#### YMYL Analysis

Reasoning: Marketing tool recommendations do not directly impact health, safety, financial security, or civic well-being • Potential Harm: Limited potential harm - poor tool choices could affect business efficiency but not fundamental well-being • Standards Required: Standard content quality expectations apply

## Main Content

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

#### MC Analysis

Strengths: Clear structure and organization, Covers popular industry tools, Includes practical considerations for tool selection • Weaknesses: Lacks specific examples or case studies, No pricing information, Generic recommendations without personalization • Mc Description: Comprehensive guide covering 5 marketing tools with features, benefits, and use cases for agencies

## Trust & Reputation

Trust Level	medium
Reputation Score	45
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	No
Reputation Sources	–

#### Trust Analysis

Transparency: Limited transparency about company background and author credentials • Trust Factors: Contact information available, Structured data implemented, Professional presentation • Distrust Factors: No About page, Generic author identification, URL inconsistencies in structured data, Future-dated content

## Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	unknown

## 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	No
Ads Obstructive	No
Monetization OK	Yes

#### Spam Analysis

Confidence: medium • Spam Indicators: None

#### Deception Analysis

Severity: none • Deception Details: No deceptive practices identified - straightforward tool recommendations

#### Harm Analysis

Severity: none • Harm Details: No harmful content identified - standard business tool recommendations

#### Ads Analysis

Ad Placement: No ads present on the page • User Experience Impact: Clean reading experience without ad interference

## Recommendations

### Critical Issues

- Lack of authoritative author identification
- Missing About page reduces trustworthiness

### Improvements

- Add detailed About page with company background and credentials
- Include specific case studies or examples of tool implementation
- Identify individual authors with relevant expertise and credentials
- Fix URL inconsistencies in structured data
- Add pricing information and comparison tables
- Include more unique insights and expert analysis

### Strengths

- Well-structured and organized content
- Covers legitimate industry-standard tools

- Clear purpose and adequate length
- Professional presentation without spam indicators