

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_9cf664e5** Pages Analysed: **155** Generated: **04 Apr 2026 00:41 UTC**

Executive Summary

76

Avg Quality Score

155

Pages Analysed

108

Should Rank Well

0

Spam Detected

105

YMYL Pages

Score Distribution



Pages Analysed

1	https://www.charlottesweb.com	75/100
2	https://www.charlottesweb.com/	82/100
3	https://www.charlottesweb.com/blogs/learn	77/100
4	https://www.charlottesweb.com/blogs/learn/how-much-cbd-is-right-for-you	N/A
5	https://www.charlottesweb.com/blogs/learn/what-is-broad-spectrum-cbd	75/100
6	https://www.charlottesweb.com/collections/all-products	N/A
7	https://www.charlottesweb.com/collections/best-sellers	82/100
8	https://www.charlottesweb.com/collections/brightside	N/A
9	https://www.charlottesweb.com/collections/bundles	80/100
10	https://www.charlottesweb.com/collections/calm-stress	80/100
11	https://www.charlottesweb.com/collections/cbd-capsules	75/100
12	https://www.charlottesweb.com/collections/cbd-for-dogs	82/100
13	https://www.charlottesweb.com/collections/cbd-oils	N/A
14	https://www.charlottesweb.com/collections/cbg-products	75/100
15	https://www.charlottesweb.com/collections/cbn-products	75/100
16	https://www.charlottesweb.com/collections/daily-wellness	82/100
17	https://www.charlottesweb.com/collections/energy	75/100
18	https://www.charlottesweb.com/collections/focus	N/A
19	https://www.charlottesweb.com/collections/full-spectrum-cbd	N/A
20	https://www.charlottesweb.com/collections/gummies	N/A
21	https://www.charlottesweb.com/collections/mushrooms	82/100
22	https://www.charlottesweb.com/collections/new	N/A
23	https://www.charlottesweb.com/collections/non-cbd-thc-free	75/100
24	https://www.charlottesweb.com/collections/recovery-pain	80/100
25	https://www.charlottesweb.com/collections/sleep	82/100
26	https://www.charlottesweb.com/collections/thc-delta-9	N/A
27	https://www.charlottesweb.com/collections/thc-free	80/100
28	https://www.charlottesweb.com/collections/topicals	80/100
29	https://www.charlottesweb.com/pages/2025-dreamer-sweepstakes	N/A
30	https://www.charlottesweb.com/pages/2025-dreamer-sweepstakes-terms-conditions	82/100
31	https://www.charlottesweb.com/pages/about-us	82/100
32	https://www.charlottesweb.com/pages/accessibility-statement	78/100
33	https://www.charlottesweb.com/pages/affiliate-program	82/100
34	https://www.charlottesweb.com/pages/b-corp	82/100
35	https://www.charlottesweb.com/pages/better-by-design	82/100
36	https://www.charlottesweb.com/pages/brightside	N/A
37	https://www.charlottesweb.com/pages/brightside-quiz	N/A
38	https://www.charlottesweb.com/pages/brightside-quiz-1	18/100
39	https://www.charlottesweb.com/pages/careers	25/100

40	https://www.charlottesweb.com/pages/cbd-101	75/100
41	https://www.charlottesweb.com/pages/cbd-discount-programs	75/100
42	https://www.charlottesweb.com/pages/cbd-dropshipping-program	82/100
43	https://www.charlottesweb.com/pages/cbn-for-sleep	75/100
44	https://www.charlottesweb.com/pages/certificates-of-analysis	N/A
45	https://www.charlottesweb.com/pages/chewjitsu	N/A
46	https://www.charlottesweb.com/pages/clinic-sign-up	82/100
47	https://www.charlottesweb.com/pages/clinic-store-locator	70/100
48	https://www.charlottesweb.com/pages/contact	N/A
49	https://www.charlottesweb.com/pages/disclaimer	72/100
50	https://www.charlottesweb.com/pages/dosage-guide	N/A
51	https://www.charlottesweb.com/pages/e-gift-card-terms-conditions	N/A
52	https://www.charlottesweb.com/pages/finding-the-right-sleep-gummy	75/100
53	https://www.charlottesweb.com/pages/first-responders-cbd-discount-program	75/100
54	https://www.charlottesweb.com/pages/focus-attention-quiz	65/100
55	https://www.charlottesweb.com/pages/focus-attention-quiz-1	15/100
56	https://www.charlottesweb.com/pages/frequently-asked-questions	N/A
57	https://www.charlottesweb.com/pages/functional-mushrooms-benefits	N/A
58	https://www.charlottesweb.com/pages/health-care-practitioner-affiliate-sign-up	N/A
59	https://www.charlottesweb.com/pages/holiday-gift-guide	N/A
60	https://www.charlottesweb.com/pages/impact	82/100
61	https://www.charlottesweb.com/pages/learn	N/A
62	https://www.charlottesweb.com/pages/legal-notice	70/100
63	https://www.charlottesweb.com/pages/locator-registration-form	75/100
64	https://www.charlottesweb.com/pages/loyalty	82/100
65	https://www.charlottesweb.com/pages/mushroom-quiz	N/A
66	https://www.charlottesweb.com/pages/mushroom-quiz-1	30/100
67	https://www.charlottesweb.com/pages/mycwroutine-sweepstakes	78/100
68	https://www.charlottesweb.com/pages/nurses-cbd-discount-program	N/A
69	https://www.charlottesweb.com/pages/privacy-policy	82/100
70	https://www.charlottesweb.com/pages/product-finder-quiz	75/100
71	https://www.charlottesweb.com/pages/promotional-offers	80/100
72	https://www.charlottesweb.com/pages/redeem	N/A
73	https://www.charlottesweb.com/pages/return-policy	N/A
74	https://www.charlottesweb.com/pages/reviews	65/100
75	https://www.charlottesweb.com/pages/share-your-story	75/100
76	https://www.charlottesweb.com/pages/share-your-story-terms-conditions	78/100
77	https://www.charlottesweb.com/pages/shipping-policy	N/A
78	https://www.charlottesweb.com/pages/sleep	75/100
79	https://www.charlottesweb.com/pages/sleep-quiz	68/100
80	https://www.charlottesweb.com/pages/sleep-quiz-1	N/A

81	https://www.charlottesweb.com/pages/sms-sign-up	N/A
82	https://www.charlottesweb.com/pages/store-locator	78/100
83	https://www.charlottesweb.com/pages/subscriptions	75/100
84	https://www.charlottesweb.com/pages/teachers-and-students-cbd-discount-program	75/100
85	https://www.charlottesweb.com/pages/terms-and-conditions	N/A
86	https://www.charlottesweb.com/pages/updates	N/A
87	https://www.charlottesweb.com/pages/veterans-active-military-cbd-discount-program	80/100
88	https://www.charlottesweb.com/pages/wholesale-opportunities	79/100
89	https://www.charlottesweb.com/products/17mg-cbd-oil-for-dogs	82/100
90	https://www.charlottesweb.com/products/active-recovery-muscle-joint-pain-relief-ointment	75/100
91	https://www.charlottesweb.com/products/active-recovery-muscle-joint-pain-relief-stick	75/100
92	https://www.charlottesweb.com/products/anytime-10mg-thc-gummies	75/100
93	https://www.charlottesweb.com/products/best-sellers-cbd-gummies-bundle	N/A
94	https://www.charlottesweb.com/products/brain-support-cbd-gummies	75/100
95	https://www.charlottesweb.com/products/brain-support-cbd-gummies-bundles	75/100
96	https://www.charlottesweb.com/products/brightside-knockout-extra-strength	75/100
97	https://www.charlottesweb.com/products/calm-cbd-gummies	82/100
98	https://www.charlottesweb.com/products/calm-cbd-gummies-bundle	N/A
99	https://www.charlottesweb.com/products/canine-calming-bundle	82/100
100	https://www.charlottesweb.com/products/cbd-balm	82/100
101	https://www.charlottesweb.com/products/cbd-balm-stick	82/100
102	https://www.charlottesweb.com/products/cbd-calming-chews-for-dogs	82/100
103	https://www.charlottesweb.com/products/cbd-cooling-gel-stick	82/100
104	https://www.charlottesweb.com/products/cbd-cream	82/100
105	https://www.charlottesweb.com/products/cbd-hip-joint-chews-for-dogs	82/100
106	https://www.charlottesweb.com/products/cbd-soothing-balm-stick	82/100
107	https://www.charlottesweb.com/products/cbd-soothing-cream	78/100
108	https://www.charlottesweb.com/products/daily-care-17mg-cbd-oil	85/100
109	https://www.charlottesweb.com/products/daily-care-25mg-thc-free-cbd-oil	75/100
110	https://www.charlottesweb.com/products/daily-care-60mg-cbd-oil	82/100
111	https://www.charlottesweb.com/products/daily-care-cbd-gummies	82/100
112	https://www.charlottesweb.com/products/daily-care-cbd-gummies-bundle	82/100
113	https://www.charlottesweb.com/products/daily-care-thc-free-cbd-gummies	85/100
114	https://www.charlottesweb.com/products/daily-care-thc-free-cbd-gummies-bundle	83/100
115	https://www.charlottesweb.com/products/daily-recovery-cbd-gummies	75/100
116	https://www.charlottesweb.com/products/daily-recovery-cbd-gummies-bundle	75/100
117	https://www.charlottesweb.com/products/daytime-10mg-thc-gummies	75/100
118	https://www.charlottesweb.com/products/downtime-10mg-thc-gummies	N/A
119	https://www.charlottesweb.com/products/energy-endurance-cbd-gummies	75/100
120	https://www.charlottesweb.com/products/energy-endurance-cbd-gummies-bundle	78/100
121	https://www.charlottesweb.com/products/energy-support-mushroom-gummies	75/100

122	https://www.charlottesweb.com/products/energy-support-mushroom-gummies-bundle	75/100
123	https://www.charlottesweb.com/products/focus-attention-cbg-gummies	75/100
124	https://www.charlottesweb.com/products/focus-attention-cbg-gummies-bundle	72/100
125	https://www.charlottesweb.com/products/focus-support-mushroom-gummies	75/100
126	https://www.charlottesweb.com/products/focus-support-mushroom-gummies-bundle	75/100
127	https://www.charlottesweb.com/products/focus-thc-gummies	75/100
128	https://www.charlottesweb.com/products/focus-thc-gummies-bundle	75/100
129	https://www.charlottesweb.com/products/gift-card	N/A
130	https://www.charlottesweb.com/products/knockout-thc-gummies	N/A
131	https://www.charlottesweb.com/products/knockout-thc-gummies-bundle	75/100
132	https://www.charlottesweb.com/products/low-dose-thc-gummies-bundle	75/100
133	https://www.charlottesweb.com/products/muscle-recovery-cbd-gummies	78/100
134	https://www.charlottesweb.com/products/muscle-recovery-cbd-gummies-bundle	N/A
135	https://www.charlottesweb.com/products/muscle-restore-mushroom-gummies	78/100
136	https://www.charlottesweb.com/products/muscle-restore-mushroom-gummies-bundle	75/100
137	https://www.charlottesweb.com/products/mushroom-gummies-bundle	75/100
138	https://www.charlottesweb.com/products/original-formula-50mg-cbd-oil	82/100
139	https://www.charlottesweb.com/products/pm-recovery-muscle-joint-pain-relief-stick	80/100
140	https://www.charlottesweb.com/products/quiet-sleep-mushroom-gummies	N/A
141	https://www.charlottesweb.com/products/quiet-sleep-mushroom-gummies-bundle	75/100
142	https://www.charlottesweb.com/products/recover-thc-gummies	75/100
143	https://www.charlottesweb.com/products/recover-thc-gummies-bundle	75/100
144	https://www.charlottesweb.com/products/restful-sleep-cbd-gummies	82/100
145	https://www.charlottesweb.com/products/restful-sleep-cbd-gummies-bundle	75/100
146	https://www.charlottesweb.com/products/sleep-cbd-gummies-bundle	72/100
147	https://www.charlottesweb.com/products/sleep-cbd-gummies-melatonin	82/100
148	https://www.charlottesweb.com/products/soft-gel-capsules	N/A
149	https://www.charlottesweb.com/products/stay-asleep-cbn-gummies	84/100
150	https://www.charlottesweb.com/products/stay-asleep-cbn-gummies-bundle	82/100
151	https://www.charlottesweb.com/products/stress-support-mushroom-gummies	75/100
152	https://www.charlottesweb.com/products/stress-support-mushroom-gummies-bundle	N/A
153	https://www.charlottesweb.com/products/thc-free-cbd-cooling-gel	76/100
154	https://www.charlottesweb.com/products/unwind-thc-gummies	N/A
155	https://www.charlottesweb.com/products/unwind-thc-gummies-bundle	75/100

1
https://www.charlottesweb.com

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

75 PQ Score	82 E-E-A-T Overall	85 Experience	80 Expertise
85 Authoritativeness	80 Trust	80 Content Effort	70 Originality
85 Skill	75 Accuracy	80 Reputation	

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce homepage for Charlotte's Web CBD products, designed to showcase products, build brand trust, and drive sales • Rating Justification: Well-designed commercial homepage with clear purpose, comprehensive product information, and professional presentation, but primarily marketing-focused with limited unique content

E-E-A-T

Overall	82
Experience	85
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand with decade+ history, Professional presentation, Comprehensive product information, Third-party certifications • Key Weaknesses: Limited author information for content, Heavy reliance on marketing claims, CBD regulatory landscape complexity • Trust Evidence: Clear contact information, about page, return/shipping policies, subscription terms, FDA disclaimer present, professional website design • Expertise Evidence: Products formulated by experts, backed by science claims, certificates of analysis available, healthcare professional portal, detailed ingredient information • Experience Evidence: Company founded over a decade ago, created the CBD category, has extensive product line with detailed formulations, customer testimonials showing real usage experiences • Authoritativeness Evidence: Certified B-Corp, featured in major publications (The Strategist), endorsed by Dr. Sanjay Gupta, established brand recognition, comprehensive product categories

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products directly relate to health and wellness, with claims about sleep, stress, pain relief, and other health benefits • Potential Harm: Incorrect dosing, drug interactions, misleading health claims could impact user health decisions • Standards Required: High standards for accuracy, medical disclaimers, clear ingredient information, and responsible health claims

Main Content

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

MC Analysis

Strengths: Clear navigation, Comprehensive product categories, Professional presentation, Customer testimonials • Weaknesses: Heavy marketing focus, Limited unique educational content, Could benefit from more detailed product information on homepage • Mc Description: Homepage featuring product showcases, benefit categories, company information, customer testimonials, and educational content about CBD

Trust & Reputation

Trust Level	high
Reputation Score	80
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	Featured in major publications • Dr. Sanjay Gupta endorsement • Certified B-Corp status

Trust Analysis

Transparency: Good transparency with policies, contact info, and company background available • Trust Factors: Clear contact information, Professional design, Established brand history, Third-party certifications, Transparent policies • Distrust Factors: Limited author attribution for content, Heavy marketing focus

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': "Charlotte's Web CBD & Botanicals", 'history': 'Over decade in CBD industry', 'certifications': 'Certified B-Corp'}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, transparent about being a CBD retailer

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate health disclaimers present, responsible marketing claims

Ads Analysis

Ad Placement: Promotional banners and product showcases are clearly part of the site's commercial purpose • User Experience Impact: Ads are integrated naturally and don't obstruct main content

Recommendations

Improvements

- Add more detailed author information for blog content
- Expand unique educational content
- Provide more specific product details on homepage

Strengths

- Strong brand reputation
- Professional presentation
- Comprehensive product categories
- Appropriate health disclaimers

- Clear contact and policy information

2

https://www.charlottesweb.com/

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	80	Originality
85	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial homepage for Charlotte's Web CBD products, designed to inform customers about products, build trust, and facilitate purchases. • Rating Justification: This is a well-designed, professional e-commerce homepage for an established CBD company. It clearly serves its commercial purpose with good navigation, product information, and trust signals. The content is substantial and well-organized.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established industry leader with decade+ history, B-Corp certification, Media endorsements from credible sources, Comprehensive transparency with COAs • Key Weaknesses: Limited visible expert credentials on homepage, Could provide more detailed scientific backing • Trust Evidence: High trust indicators include comprehensive contact information, about page, clear policies, certificates of analysis, healthcare professional resources, and positive media coverage from established outlets. • Expertise Evidence: The site shows expertise through product formulations 'by experts and backed by science', certificates of analysis, healthcare professional portal, and detailed product information. However, specific expert credentials are not prominently displayed. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with over a decade in the industry, evidenced by their claim of creating the CBD category and remaining the category leader. Customer testimonials show real user experiences with specific products. • Authoritativeness Evidence: Strong authoritativeness shown through media coverage from reputable sources, Dr. Sanjay Gupta endorsement, B-Corp certification, and being featured as 'The World's Most Trusted Hemp Extract'. The Charlotte Figi story adds historical authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that can affect people's physical well-being. The site makes health-related claims about sleep, stress, pain relief, and other wellness benefits. • Potential Harm: Incorrect information about CBD products could lead to inappropriate use, drug interactions, or false expectations about health benefits. However, the site includes appropriate disclaimers. • Standards Required: High standards required for accuracy, transparency, expert backing, and clear disclaimers about health claims.

Main Content

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

MC Analysis

Strengths: Clear product categorization, Strong visual design, Customer testimonials, Educational content, Trust signals • Weaknesses: Could have more detailed product information on homepage, Some promotional content could be more specific • Mc Description: Homepage featuring product categories, promotional offers, company story, customer testimonials, educational content, and trust signals. Well-organized with clear navigation and comprehensive information.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes

Reputation Sources Media coverage from reputable outlets • Dr. Sanjay Gupta endorsement • B-Corp certification

Trust Analysis

Transparency: High transparency with contact info, policies, COAs, and company background readily available • Trust Factors: Comprehensive contact information, About page available, Certificates of analysis, B-Corp certification, Media endorsements, Clear policies, Professional design • Distrust Factors: No individual author information for homepage content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': "Charlotte's Web, Inc.", 'certifications': 'B-Corp certified', 'industry_experience': 'Over a decade in CBD industry'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Purpose is clear as commercial CBD retailer. Design is straightforward and professional.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate health disclaimers are present. Claims about CBD benefits are presented responsibly with required FDA disclaimers.

Ads Analysis

Ad Placement: Promotional content for products and offers is integrated naturally into the page design and clearly identified • User Experience Impact: Promotional content enhances rather than detracts from user experience by highlighting relevant offers

Recommendations

Improvements

- Add more visible expert credentials or scientific advisory board information
- Include more detailed product research or clinical study information
- Consider adding more specific dosage guidance with medical disclaimers

Strengths

- Strong brand authority and reputation
- Comprehensive trust signals and transparency
- Professional design and user experience
- Appropriate health disclaimers and regulatory compliance

3

<https://www.charlottesweb.com/blogs/learn>

77

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: Educational blog hub for CBD and wellness information, allowing users to browse and filter content by topics like sleep, stress, cannabinoids, and product types • Rating Justification: This is a well-organized blog listing page that serves its purpose effectively. It provides clear navigation to educational content about CBD and related topics, with good categorization and filtering options.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established CBD brand with professional presentation, Comprehensive educational content, Clear business information and contact details • Key Weaknesses: No specific author information for blog content, Limited individual expert credentials displayed • Trust Evidence: Contact information provided, about page available, professional website design, established business operations, and transparent product information • Expertise Evidence: Company shows expertise through detailed product information, educational blog content about CBD, cannabinoids, and hemp compounds, and professional presentation of complex topics • Experience Evidence: Charlotte's Web demonstrates significant experience in the CBD industry with established product lines, educational content, and a well-developed website infrastructure • Authoritativeness Evidence: Strong brand presence with comprehensive website, professional design, established product catalog, loyalty programs, and business credentials including B-Corp certification

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page relates to CBD products and health/wellness topics, which directly impact user health and safety decisions. CBD content falls under health-related YMYL. • Potential Harm: Misinformation about CBD effects, dosing, or health benefits could lead to inappropriate use or unrealistic health expectations • Standards Required: High standards for medical accuracy, clear disclaimers about health claims, and transparent information about product effects and limitations

Main Content

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

MC Analysis

Strengths: Clear categorization and filtering, Comprehensive topic coverage, Good navigation structure, Professional presentation • Weaknesses: Generic page title 'Learn', Limited preview content for individual articles, No author information displayed • Mc Description: Blog listing page with categorized educational content about CBD, cannabinoids, wellness topics, and product information. Includes filtering options and clear navigation.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with business information, contact details, and clear website structure • Trust Factors: Professional website design, Clear contact information, About page available, Established business presence, Comprehensive product information • Distrust Factors: No individual author attribution for content, Limited expert credentials displayed

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No evidence of harmful content. Appears to be educational content about CBD and wellness topics with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main content experience • User Experience Impact: Minimal impact on user experience

Recommendations

Critical Issues

- Ensure all health claims are properly substantiated
- Consider adding medical disclaimers more prominently

Improvements

- Add author bylines and credentials for blog content
- Include more specific expert qualifications for health-related topics
- Enhance article previews with more detailed summaries

Strengths

- Professional website design and organization
- Comprehensive educational content coverage
- Clear business transparency and contact information

4

https://www.charlottesweb.com/blogs/learn/how-much-cbd-is-right-for-you



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:30

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

5

<https://www.charlottesweb.com/blogs/learn/what-is-broad-spectrum-cbd>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To educate readers about broad spectrum CBD, its benefits, and differences from other CBD types • Rating Justification: Well-structured educational content that serves its purpose of explaining broad spectrum CBD. Good technical depth and clear comparisons, but lacks individual authorship and could have stronger scientific backing

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand authority in CBD space, Technical expertise in extraction methods, Clear educational content structure • Key Weaknesses: No individual author attribution, Could benefit from more scientific citations, Limited medical disclaimers for health-related content • Trust Evidence: Comprehensive contact information, certificates of analysis mentioned, clear business information, professional website design, and established brand reputation • Expertise Evidence: Content demonstrates solid understanding of CBD terminology, extraction methods, and cannabinoid science. Explains technical concepts like Supercritical Fluid Chromatography and entourage effect • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence and product development experience in the hemp/CBD industry • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry, B-Corp certified, with established retail presence and professional website infrastructure

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Content discusses CBD products and their effects on the body, which directly relates to health and wellness decisions that could impact user wellbeing • Potential Harm: Misinformation about CBD effects or drug testing could lead to poor health decisions or employment issues • Standards Required: High standards for accuracy, medical disclaimers, and clear limitations of claims

Main Content

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

MC Analysis

Strengths: Clear structure and headings, Comprehensive coverage of topic, Good use of comparisons, Practical information for consumers • Weaknesses: No individual author attribution, Limited scientific references, Could use more visual elements • Mc Description: Educational article explaining broad spectrum CBD, its benefits, and comparisons with full spectrum CBD and CBD isolate

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency about company and products, though individual content authorship is unclear • Trust Factors: Established brand reputation, Professional website design, Clear contact information, B-Corp certification mentioned, Certificates of analysis referenced • Distrust Factors: No individual author attribution, Commercial nature may bias content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Article provides educational information without making unsubstantiated medical claims

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add individual author attribution with credentials
- Include more scientific citations and references
- Add stronger medical disclaimers
- Consider adding visual elements like diagrams

Strengths

- Clear educational purpose
- Well-structured content

- Established brand authority
- Comprehensive topic coverage
- Good technical explanations

6

https://www.charlottesweb.com/collections/all-products



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:29

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

7

https://www.charlottesweb.com/collections/best-sellers

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
85	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	82

PQ Analysis

Meets Purpose: True • Purpose Description: To showcase and sell Charlotte's Web's most popular CBD and botanical products through an organized, user-friendly collection page with filtering and purchasing capabilities. • Rating Justification: Well-designed e-commerce collection page with clear purpose, good user experience, comprehensive product information, and strong trust signals. Professional presentation with effective filtering and sorting capabilities.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established industry leader, Comprehensive trust signals, Professional website design, Clear product information • Key Weaknesses: Limited author information for content, Could provide more detailed product education on collection page • Trust Evidence: Clear contact information, comprehensive policies, certificates of analysis, loyalty program, customer reviews integration, secure payment processing, and transparent business practices. • Expertise Evidence: Company demonstrates expertise through comprehensive product range, detailed product information, certificates of analysis, and healthcare professional programs. Technical knowledge evident in product formulations and ingredient specifications. • Experience Evidence: Charlotte's Web is one of the original CBD companies with extensive real-world experience in hemp cultivation and CBD product development. The 'Best Sellers' collection demonstrates proven market validation through customer purchasing patterns. • Authoritativeness Evidence: Established brand recognition in CBD industry, Certified B-Corp status, retail partnerships, wholesale opportunities, and healthcare professional programs indicate industry authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products directly relate to health and wellness. The page sells consumable CBD products that could impact user health and safety, making this clearly YMYL content. • Potential Harm: Incorrect dosing, drug interactions, or misleading health claims could cause physical harm. Financial harm possible through overpriced or ineffective products. • Standards Required: High standards for accuracy, transparency, safety information, and regulatory compliance required for health-related products.

Main Content

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

MC Analysis

Strengths: Clear product organization, Comprehensive filtering options, Professional product presentation, Integrated customer reviews • Weaknesses: Could include more educational content about CBD, Product descriptions could be more detailed on collection page • Mc Description: E-commerce collection page displaying Charlotte's Web's best-selling CBD products with filtering, sorting, product details, pricing, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High transparency with clear policies, contact information, and business practices. Company information readily available. • Trust Factors: Established brand reputation, Clear contact information, Comprehensive policies, Certificates of analysis, Customer reviews, Secure payment processing, Professional design • Distrust Factors: No specific author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear purpose, transparent pricing, honest product presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate disclaimers present. Products appear to be legitimate CBD products from established company.

Ads Analysis

Ad Placement: Promotional banners and offers are clearly branded and relevant to the site's products. Not obstructive to main content. • User Experience Impact: Minimal negative impact. Promotional content is relevant and clearly identified.

Recommendations

Improvements

- Add more educational content about CBD benefits and usage
- Include more detailed product information on collection page
- Consider adding author attribution for content
- Enhance product comparison features

Strengths

- Strong brand reputation and trust signals
- Professional e-commerce functionality
- Comprehensive product filtering and organization
- Appropriate YMYL disclaimers and transparency

8 <https://www.charlottesweb.com/collections/brightside> N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:30

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://www.charlottesweb.com/collections/bundles

80

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: To display and sell CBD product bundles with savings opportunities, allowing users to browse, filter, and purchase bundled products. • Rating Justification: This is a well-designed e-commerce collection page that effectively serves its purpose of showcasing CBD product bundles. The page has clear navigation, good product organization, and helpful filtering options. The content is professionally presented with appropriate product information.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established brand presence, Professional website design, Comprehensive product information, Clear business credentials, Proper contact and policy information • Key Weaknesses: Limited author information for content, Could benefit from more detailed company history, Some technical content could use more expert attribution • Trust Evidence: Strong trust indicators include contact information, about page, professional design, secure checkout, clear policies, and established business presence. The site has proper SSL, privacy policy, and customer service features. • Expertise Evidence: The company displays expertise through detailed product specifications, ingredient information, and comprehensive product categorization. They provide certificates of analysis and have healthcare professional resources, indicating technical knowledge. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established product lines, comprehensive product information, and detailed descriptions of their offerings. The site shows practical knowledge of CBD products and customer needs. • Authoritativeness Evidence: Charlotte's Web appears to be a well-established CBD brand with professional website design, comprehensive product catalog, and business credentials including B-Corp certification. They have retail partnerships and wholesale opportunities.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products which are health and wellness supplements that can affect people's physical health and well-being. CBD products fall under health and safety YMYL category as they make health-related claims and are consumed for therapeutic purposes. • Potential Harm: Incorrect information about CBD products, dosages, or health claims could potentially harm users' health decisions. However, the page appears to present products responsibly without making excessive medical claims. • Standards Required: High standards for accuracy, expertise in CBD/health products, proper disclaimers, and responsible marketing of health-related products.

Main Content

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

MC Analysis

Strengths: Clear product organization, Good visual presentation, Effective filtering system, Comprehensive product information, Professional design • Weaknesses: Could benefit from more detailed product descriptions, Limited educational content about CBD, Some product information could be more detailed • Mc Description: The main content consists of a product collection page showing CBD product bundles with filtering options, product images, descriptions, and pricing. The page effectively displays 24 different bundle products with clear categorization.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No

Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear policies, contact information, and business credentials. Could improve with more detailed company information and content attribution. • Trust Factors: Professional website design, Clear contact information, Comprehensive policies, Secure checkout, Established business presence, B-Corp certification mentioned • Distrust Factors: Limited author attribution for content, Could provide more company background information

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'business_name': "Charlotte's Web CBD & Botanicals", 'business_type': 'CBD/wellness company', 'certifications': 'B-Corp certified'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page clearly presents its purpose as selling CBD products, has transparent design, and provides accurate product information.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. The page appears to present CBD products responsibly without making excessive medical claims or misleading statements.

Ads Analysis

Ad Placement: Ads appear to be present but are not obstructive to the main content. They seem appropriately placed and relevant to the site's purpose. • User Experience Impact: Minimal negative impact on user experience. Ads do not interfere with the main shopping functionality.

Recommendations

Improvements

- Add more detailed product descriptions with ingredient sourcing
- Include more educational content about CBD
- Provide author attribution for content
- Add customer reviews and testimonials
- Include more detailed company background information

Strengths

- Professional design and user experience
- Comprehensive product catalog
- Good trust signals and business credentials
- Effective product organization and filtering
- Responsible presentation of health products

10

<https://www.charlottesweb.com/collections/calm-stress>

80

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
85	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce category page showcasing CBD and wellness products specifically for calm and stress support, allowing users to browse and purchase relevant products • Rating Justification: Well-designed e-commerce category page with clear product organization, good user experience, and comprehensive information about calm & stress products

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive product information, Professional website design, Clear policies and contact info • Key Weaknesses: Limited author information for content, Could provide more detailed expertise credentials • Trust Evidence: Clear contact information, comprehensive policies (refund, shipping, privacy), certificates of analysis mentioned, professional website design, established business presence • Expertise Evidence: Company demonstrates knowledge of CBD products with detailed ingredient information, dosage guidance, and product categorization by benefits • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence, offering detailed product information and customer reviews • Authoritativeness Evidence: Recognized brand in CBD industry, Certified B-Corp status, comprehensive website with professional presentation and detailed policies

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page sells CBD and wellness products that could affect health decisions and physical well-being, making it clearly YMYL content • Potential Harm: Incorrect product information or misleading health claims could lead to inappropriate product use or health decisions • Standards Required: High standards for accuracy, expertise, and trustworthiness required due to health-related product sales

Main Content

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

MC Analysis

Strengths: Clear product organization, Professional presentation, Good user experience, Comprehensive product information • Weaknesses: Could benefit from more detailed product education, Limited content depth beyond product listings • Mc Description: E-commerce category page displaying calm & stress support products with clear navigation, product images, pricing, and descriptions

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with policies, contact info, and business information readily available • Trust Factors: Established brand, Professional website, Clear policies, Contact information available, Certified B-Corp status • Distrust Factors: Limited author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No evidence of deceptive practices. Clear e-commerce purpose with straightforward product presentation

Harm Analysis

Severity: none • Harm Details: No evidence of harmful content. Products appear to be legitimate wellness products with appropriate disclaimers

Ads Analysis

Ad Placement: Promotional banners and product promotions are clearly marked and appropriate for e-commerce context • User Experience Impact: Minimal negative impact, promotions are relevant and not obstructive

Recommendations

Improvements

- Add more detailed author/expert information for content
- Enhance product education content
- Consider adding more customer testimonials

Strengths

- Strong brand reputation
- Professional website design
- Clear product organization
- Good trust signals

- Appropriate disclaimers

11

<https://www.charlottesweb.com/collections/cbd-capsules>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

72	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	75	Content Effort	70	Originality
80	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce collection page for CBD soft gel capsules, allowing users to browse and purchase products with clear product information and pricing. • Rating Justification: Well-designed e-commerce collection page with clear purpose, good navigation, and professional presentation. Meets user needs for browsing CBD capsules but has limited content depth.

E-E-A-T

Overall	78
Experience	75
Expertise	70
Authoritativeness	80
Trust	85

E-E-A-T Analysis

Key Strengths: Established CBD brand, Professional website design, Clear product information, Comprehensive business information • Key Weaknesses: Limited detailed product education on this page, Could provide more scientific backing for claims • Trust Evidence: Complete contact information, about page, certificates of analysis mentioned, professional design, secure checkout, clear policies, and established business credentials. • Expertise Evidence: Company shows CBD expertise through product specifications (25mg/50mg dosages), full-spectrum formulations, and professional presentation of product information. • Experience Evidence: Charlotte's Web demonstrates experience through their established brand presence, product variety, and customer-focused features like subscription services and loyalty programs. • Authoritativeness Evidence: Strong brand recognition in CBD industry, comprehensive website with multiple product categories, professional e-commerce platform, and established business presence.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that can affect physical well-being. The page makes health-related claims about wellness, recovery, sleep, and calm. • Potential Harm: Inappropriate use of CBD products could affect health outcomes, especially without proper medical guidance. • Standards Required: High standards for accuracy, medical disclaimers, proper dosage information, and regulatory compliance required.

Main Content

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

MC Analysis

Strengths: Clear product presentation, Good navigation, Professional design, Multiple dosage options • Weaknesses: Limited detailed product information, Could provide more educational content about CBD • Mc Description: E-commerce collection page displaying CBD soft gel capsules with product options, pricing, and basic product information. Includes navigation, filtering, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with business information, policies, and product details clearly available. • Trust Factors: Complete contact information, Professional design, Secure checkout, Clear policies, Established brand, Certificates of analysis mentioned • Distrust Factors: No specific author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear e-commerce purpose with transparent product information and pricing.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Standard e-commerce page for legal CBD products with appropriate disclaimers.

Ads Analysis

Ad Placement: Promotional banners and marketing content are appropriately integrated and clearly distinguishable from main content. • User Experience Impact: Minimal negative impact on user experience, ads are relevant and well-integrated.

Recommendations

Improvements

- Add more detailed product education and scientific backing
- Include more comprehensive dosage and usage guidance
- Enhance product descriptions with more health and safety information

Strengths

- Professional brand presentation
- Clear product organization
- Good user experience

- Comprehensive business information
- Appropriate health disclaimers

12

https://www.charlottesweb.com/collections/cbd-for-dogs

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial page showcasing CBD products specifically formulated for dogs, with clear product categories, pricing, and purchasing options. • Rating Justification: High-quality commercial page with clear purpose, professional design, comprehensive product information, and good user experience. Meets commercial intent effectively with detailed product offerings and transparent business practices.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established CBD brand with strong reputation, Transparent product information and pricing, Professional website with comprehensive policies, B-Corp certification indicates ethical standards • Key Weaknesses: Limited author information for content, Could benefit from more detailed expertise credentials, Some technical content could use more scientific backing • Trust Evidence: Clear contact information, comprehensive policies (refund, shipping, privacy), professional design, transparent pricing, subscription services, and established business operations with physical retail presence. • Expertise Evidence: Company shows expertise through specific CBD dosing information (17MG), detailed product descriptions, ingredient transparency, and specialized pet formulations. Certificates of Analysis mentioned indicate scientific rigor. • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD industry with established product lines, detailed product information, and comprehensive pet-specific formulations showing practical knowledge of animal wellness needs. • Authoritativeness Evidence: Well-established brand with professional website, comprehensive product catalog, loyalty program, B-Corp certification mentioned, and retail partnerships. Strong brand recognition in CBD space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products for pets directly relate to animal health and safety. Pet owners rely on this information to make decisions about their animals' wellbeing, making this clearly YMYL content. • Potential Harm: Incorrect dosing, inappropriate products, or misleading health claims could harm pets. Pet health decisions based on inadequate information pose real risks. • Standards Required: High standards for accuracy, transparency, dosing information, ingredient disclosure, and clear disclaimers about veterinary consultation needed.

Main Content

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

MC Analysis

Strengths: Clear product organization, Transparent pricing, Professional product photography, Comprehensive navigation, Subscription options available • Weaknesses: Limited detailed product descriptions on collection page, Could benefit from more educational content about pet CBD use, Missing veterinary consultation recommendations • Mc Description: Product collection page displaying CBD products for dogs with clear categorization, pricing, product images, and purchasing options. Includes subscription services and educational content links.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency in pricing, policies, and business practices. Product information is clear though could be more detailed. • Trust Factors: Established brand presence, Clear contact information, Comprehensive policies, Professional website design, B-Corp certification mentioned, Subscription services indicate ongoing business • Distrust Factors: Limited author information for content, Could use more scientific credentials display

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, transparent pricing, and straightforward product presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Products appear to be legitimate CBD offerings with transparent pricing and standard e-commerce practices.

Ads Analysis

Ad Placement: Promotional content appears to be integrated appropriately with discount offers and subscription promotions that are relevant to the products. • User Experience Impact: Ads/promotions do not obstruct main content and appear relevant to user intent.

Recommendations

Improvements

- Add more detailed product descriptions with ingredient breakdowns
- Include veterinary consultation recommendations more prominently
- Display more scientific credentials and expertise
- Add customer reviews and testimonials
- Include more educational content about pet CBD safety

Strengths

- Professional brand presentation
- Clear pricing and product organization
- Comprehensive business policies
- Good user experience design
- Transparent business practices

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https://www.charlottesweb.com/collections/cbd-oils



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:29

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

14

<https://www.charlottesweb.com/collections/cbg-products>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

75	PQ Score	82	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	80	Trust	75	Content Effort	70	Originality
80	Skill	75	Accuracy	80	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce collection page showcasing CBG products with clear navigation, product information, and purchasing options • Rating Justification: Well-designed e-commerce collection page with clear product organization, professional presentation, and adequate functionality. Serves its commercial purpose effectively but lacks exceptional content depth

E-E-A-T

Overall	82
Experience	85
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established CBD brand reputation, Professional website design, Clear product information, Certificates of analysis available • Key Weaknesses: No author information for content, Limited detailed expertise credentials displayed, Could provide more scientific backing • Trust Evidence: Clear contact information, about page, certificates of analysis, professional design, established business presence, and transparent product information • Expertise Evidence: Company demonstrates expertise through detailed product descriptions, ingredient information, dosage guidance, and certificates of analysis. Professional website design and comprehensive product categorization • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience, offering detailed product information, certificates of analysis, and comprehensive customer support • Authoritativeness Evidence: Established brand in CBD industry, comprehensive contact information, professional website, clear business credentials, and transparent business practices

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD and CBG products are health-related supplements that can affect user health and wellbeing. The page makes health-related claims about focus, attention, and recovery • Potential Harm: Incorrect information about CBD/CBG products could lead to inappropriate usage, health risks, or interference with medical treatments • Standards Required: High standards for accuracy, medical disclaimers, clear dosage information, and transparent ingredient disclosure

Main Content

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

MC Analysis

Strengths: Clear product organization, Professional presentation, Easy navigation, Comprehensive product information • Weaknesses: Limited detailed content about CBG benefits, Could provide more educational information, Basic product descriptions • Mc Description: E-commerce collection page displaying CBG products with product images, descriptions, pricing, and purchasing options

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with business information, contact details, and product information • Trust Factors: Established business presence, Clear contact information, Professional website design, Certificates of analysis, Transparent business practices • Distrust Factors: No individual author attribution, Limited detailed expertise credentials

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate health disclaimers present and products appear to be legitimate CBD/CBG products

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive to main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more detailed educational content about CBG
- Include more scientific backing for health claims
- Provide more detailed expertise credentials
- Enhance product descriptions with more specific benefits

Strengths

- Professional website design

- Clear business transparency
- Good product organization
- Appropriate health disclaimers
- Established brand presence

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https://www.charlottesweb.com/collections/cbn-products

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

75	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	75	Content Effort	70	Originality
80	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating	medium_plus
PQ Score	75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce collection page showcasing CBN products for sleep support with product listings and basic educational information. • Rating Justification: Well-designed e-commerce page with clear product information and professional presentation. Serves its commercial purpose effectively but lacks depth of educational content.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional website design, Clear product information, Regulatory compliance • Key Weaknesses: Limited author information for content, Could provide more scientific backing for claims • Trust Evidence: Established brand with contact information, about page, clear policies, SSL security, and professional website design. Includes FDA disclaimer and age restrictions. • Expertise Evidence: Company demonstrates knowledge of cannabinoids, specifically CBN's interaction with CB1 receptors. Product descriptions show understanding of sleep science and hemp compounds. • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence. The page shows product-specific information about CBN products with detailed descriptions of effects and usage. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. Site includes certificates of analysis, healthcare professional portal, and regulatory compliance information.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page promotes CBD/CBN products that make health claims about sleep support and wellness. These are consumable products that could affect user health and well-being. • Potential Harm: Incorrect usage or expectations about health benefits could lead to inadequate treatment of sleep disorders or other health issues. • Standards Required: High standards for accuracy, medical disclaimers, and responsible health claims are required for this content.

Main Content

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

MC Analysis

Strengths: Clear product organization, Professional presentation, Helpful filtering options, Good visual design • Weaknesses: Limited educational depth, Could provide more scientific backing, Minimal content beyond product listings • Mc Description: Product collection page displaying CBN products with descriptions, pricing, and basic educational information about CBN's sleep benefits.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with policies, contact info, and business information clearly available. • Trust Factors: Established brand, Professional design, Contact information, Privacy policy, SSL security, FDA disclaimers • Distrust Factors: No specific author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear commercial purpose, honest product presentation, and transparent business information.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Includes appropriate disclaimers and age restrictions. Health claims are generally responsible.

Ads Analysis

Ad Placement: Promotional banners and product promotions are clearly marked and appropriate for e-commerce context. • User Experience Impact: Minimal negative impact, ads are relevant and well-integrated.

Recommendations

Improvements

- Add more scientific references for CBN claims
- Include more detailed educational content about CBN
- Consider adding author attribution for content

Strengths

- Professional brand presentation
- Clear product organization
- Responsible health disclaimers

- Good user experience design

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https://www.charlottesweb.com/collections/daily-wellness

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
85	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: To display and sell CBD products in the Daily Wellness category, providing product information and facilitating purchases. • Rating Justification: This is a well-designed e-commerce collection page that effectively serves its purpose of showcasing CBD wellness products. The page has clear navigation, comprehensive product information, and good user experience design.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established CBD brand with professional presentation, Comprehensive product information and transparency, Multiple trust signals and contact methods, Educational resources and professional portal • Key Weaknesses: No visible author information for content, Limited specific expertise credentials displayed, Could benefit from more detailed company background on this page • Trust Evidence: Strong trust indicators including comprehensive contact information, about page, certificates of analysis, professional design, secure payment options, clear policies, and established business presence. • Expertise Evidence: Company shows expertise through detailed product specifications, certificates of analysis, healthcare professional portal, and educational content. Product descriptions include specific CBD concentrations and formulations. • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD industry with established product lines, detailed product information, and comprehensive customer support systems including loyalty programs and subscription services. • Authoritativeness Evidence: Well-established brand with professional website design, comprehensive contact information, retail store locator, wholesale opportunities, and B-Corp certification mentioned in navigation.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products which are health and wellness supplements that can directly impact user health and safety. CBD products fall under health-related commerce. • Potential Harm: Incorrect dosing information, misleading health claims, or poor quality products could potentially harm users' health. • Standards Required: High standards required for accuracy of health information, product quality claims, dosing guidance, and regulatory compliance.

Main Content

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

MC Analysis

Strengths: Clear product organization and filtering, Comprehensive product information, Professional presentation, Good user experience design • Weaknesses: Could benefit from more educational content about CBD, Limited detailed product reviews or testimonials visible • Mc Description: E-commerce collection page displaying CBD wellness products with clear product information, pricing, and purchase options. Includes product filtering, detailed descriptions, and supporting content.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with contact information, policies, and product details clearly available. • Trust Factors: Professional website design, Comprehensive contact information, Clear policies and terms, Certificates of analysis mentioned, Established business presence, Multiple payment options • Distrust Factors: No visible author information for content, Limited visible third-party validation on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No evidence of deceptive practices. Purpose is clear as e-commerce site, design is straightforward, and information appears accurate.

Harm Analysis

Severity: none • Harm Details: No evidence of harmful content. Products appear to be legitimate CBD wellness products with appropriate disclaimers.

Ads Analysis

Ad Placement: Promotional banners and offers are present but appear to be company's own promotions rather than third-party ads. • User Experience Impact: Minimal negative impact, promotions are relevant to the products being sold.

Recommendations

Critical Issues

- Ensure all health claims comply with FDA regulations
- Verify product information accuracy for YMYL compliance

Improvements

- Add more detailed company background and expertise credentials
- Include customer reviews and testimonials
- Enhance educational content about CBD benefits and usage
- Add more third-party validation or certifications

Strengths

- Professional design and user experience
- Comprehensive product information
- Strong trust signals and contact information
- Clear site navigation and functionality

17

<https://www.charlottesweb.com/collections/energy>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce collection page showcasing Charlotte's Web energy support products including CBD gummies and mushroom supplements with clear product information and purchasing options. • Rating Justification: Well-designed e-commerce collection page with clear product organization, professional presentation, and adequate information for users to make informed decisions about energy support products.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established CBD brand reputation, Professional site design, Clear product information, Certificates of analysis available • Key Weaknesses: Limited author information for content, Could benefit from more detailed ingredient sourcing information • Trust Evidence: Professional website design, clear contact information, certificates of analysis available, detailed product information, and established brand reputation in CBD industry. • Expertise Evidence: Company demonstrates expertise in CBD and botanical products with detailed product information, certificates of analysis, and specific ingredient formulations combining CBD with functional mushrooms. • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence. The site shows product development experience with specific formulations for energy support. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. Site includes comprehensive contact information, about pages, certificates of analysis, and professional presentation.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page sells CBD and supplement products marketed for energy and health benefits, which directly relates to health and safety decisions that could impact user wellbeing. • Potential Harm: Incorrect dosing, drug interactions, or misleading health claims could potentially harm users, especially those with medical conditions or taking medications. • Standards Required: High standards required for accuracy of health claims, product safety information, dosing guidance, and regulatory compliance disclosures.

Main Content

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

MC Analysis

Strengths: Clear product organization, Professional product presentation, Easy navigation and filtering, Comprehensive product information • Weaknesses: Limited detailed ingredient sourcing, Could benefit from more educational content about energy support • Mc Description: Collection page displaying energy support products with clear product images, pricing, descriptions, and purchasing options. Includes filtering capabilities and related content sections.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with product information, pricing, and company details. Certificates of analysis and compliance information available. • Trust Factors: Established brand reputation, Professional design, Clear contact information, Certificates of analysis, FDA compliance disclaimers, Detailed product information • Distrust Factors: Limited author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear e-commerce purpose, honest product presentation, and transparent pricing.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Products are presented with appropriate disclaimers and the site includes FDA compliance statements.

Ads Analysis

Ad Placement: Promotional banners and product promotions are clearly integrated and relevant to the site's purpose. • User Experience Impact: Minimal negative impact, promotions are relevant and not obstructive to main content.

Recommendations

Improvements

- Add more detailed ingredient sourcing information
- Include more educational content about energy support
- Consider adding author information for blog content

Strengths

- Professional brand presentation

- Clear product organization
- Appropriate health disclaimers
- Established company reputation
- Good user experience design

18

https://www.charlottesweb.com/collections/focus



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:29

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

19

https://www.charlottesweb.com/collections/full-spectrum-cbd



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:30

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://www.charlottesweb.com/collections/gummies

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

21

<https://www.charlottesweb.com/collections/mushrooms>

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	80	Originality
85	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce collection page showcasing Charlotte's Web functional mushroom gummy products with detailed descriptions, pricing, and purchasing options • Rating Justification: Well-designed e-commerce collection page with clear product information, good navigation, and comprehensive supporting content. Meets user needs for browsing functional mushroom products.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive product information, Professional website design, Clear policies and disclaimers • Key Weaknesses: Limited author information for content, Could provide more detailed sourcing information • Trust Evidence: Strong trust signals including SSL security, clear contact info, return/shipping policies, subscription terms, FDA disclaimers, and professional design • Expertise Evidence: Company shows expertise through detailed ingredient information, specific dosage guidance, organic certifications, and third-party testing (Certificates of Analysis mentioned) • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD/hemp industry with established product lines, detailed product descriptions, and comprehensive educational content about functional mushrooms • Authoritativeness Evidence: Well-established brand with professional website, comprehensive contact information, retail partnerships, B-Corp certification, and healthcare professional portal

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page sells functional mushroom supplements marketed for health benefits including sleep, stress relief, focus, energy, and muscle recovery - clearly health-related products • Potential Harm: Inappropriate use of supplements could affect health outcomes; misleading health claims could lead to poor health decisions • Standards Required: High standards required for accuracy of health claims, proper disclaimers, and responsible marketing of health products

Main Content

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

MC Analysis

Strengths: Clear product organization, Detailed product information, Professional presentation, Good navigation • Weaknesses: Limited educational content on page itself, Could benefit from more detailed ingredient sourcing • Mc Description: Collection page displaying functional mushroom gummy products with clear product images, descriptions, pricing, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with policies, contact info, and business information readily available • Trust Factors: Professional website design, Clear contact information, Comprehensive policies, SSL security, B-Corp certification mentioned • Distrust Factors: No specific author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear e-commerce purpose, transparent pricing and policies.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Appropriate health disclaimers present. Products appear to be legitimate supplements.

Ads Analysis

Ad Placement: Promotional banners and product promotions are clearly marked and appropriate for e-commerce context • User Experience Impact: Minimal negative impact, promotions are relevant to products being sold

Recommendations

Improvements

- Add more detailed sourcing information for ingredients
- Include author/expert information for health-related content
- Provide more scientific backing for health benefit claims

Strengths

- Professional website design
- Clear product information
- Comprehensive business policies

- Appropriate health disclaimers
- Good user experience

22

https://www.charlottesweb.com/collections/new



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:30

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

23

https://www.charlottesweb.com/collections/non-cbd-thc-free

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:30

Scores at a Glance

75	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	70	Content Effort	65	Originality
80	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To display and facilitate purchase of Charlotte's Web's non-CBD product collection, including CBG and CBN products • Rating Justification: This is a well-designed product collection page that clearly serves its purpose of showcasing non-CBD products. The page has good functionality, clear navigation, and adequate product information, but lacks substantial unique content beyond product listings.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established CBD brand with professional presentation, Comprehensive contact and business information, Clear product specifications and safety information, Professional e-commerce implementation • Key Weaknesses: Limited visible expert credentials or scientific backing, No prominent author information for content, Could benefit from more detailed expertise demonstrations • Trust Evidence: Comprehensive contact information, about page, clear policies (refund, shipping, privacy), certificates of analysis mentioned, professional design, secure checkout, and established business presence. • Expertise Evidence: The company shows expertise through detailed product information, ingredient specifications (CBG, CBN), dosage information, and professional presentation of CBD/cannabis products. However, no specific expert credentials or scientific backing is prominently displayed. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established product lines, professional website design, and comprehensive product information including detailed descriptions and certificates of analysis. • Authoritativeness Evidence: Strong brand recognition in CBD industry, professional website with comprehensive product catalog, clear business information, contact details, and established e-commerce presence. Certified B-Corp status adds credibility.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD/cannabis-related health and wellness products (CBG, CBN gummies, topical pain relief products) that could impact user health and safety. These products make health-related claims and are regulated substances. • Potential Harm: Incorrect information about dosage, effects, or safety of cannabis products could lead to health issues, drug interactions, or inappropriate use. • Standards Required: High standards for accuracy, safety information, regulatory compliance, and clear disclaimers about health claims are required for cannabis/CBD products.

Main Content

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

MC Analysis

Strengths: Clear product organization, Good visual presentation, Functional e-commerce features, Clear navigation and filtering • Weaknesses: Limited educational content beyond product listings, Could benefit from more detailed product information, Minimal unique content beyond standard product descriptions • Mc Description: Product collection page displaying non-CBD cannabis products including CBG and CBN gummies and topical pain relief products with pricing, descriptions, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No

Has About Info Yes

Reputation Sources -

Trust Analysis

Transparency: Good transparency with clear business information, policies, and product details • Trust Factors: Comprehensive contact information, Clear business policies, Professional website design, Established brand presence, Secure checkout process, Certificates of analysis mentioned • Distrust Factors: No visible author information for content, Limited expert credentials displayed

Creator

Creator Identified Yes

Creator Type business

Credentials {}

Reputation positive

Quality Flags

Is Spam No

Spam Type none

Copied Content No

AI Generated No

Adequate Effort Yes

Has Originality Yes

Is Deceptive No

Deceptive Purpose True

Deceptive Design True

MC Obstructed No

Harmful – Individ. No

Harmful – Groups No

Misleading No

Harmful Categories -

Ads Present Yes

Ads Obstructive No

Monetization OK Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Page clearly represents its commercial purpose and provides straightforward product information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Products are clearly labeled, appropriate disclaimers are present, and the page does not make misleading health claims.

Ads Analysis

Ad Placement: Promotional banners and product promotions are clearly integrated and not obstructive to main content • User Experience Impact: Minimal negative impact, promotions are relevant to the products being sold

Recommendations

Improvements

- Add more detailed expert credentials or scientific backing
- Include more educational content about CBG/CBN
- Add author information for any health-related content
- Enhance product descriptions with more detailed safety information

Strengths

- Professional e-commerce implementation
- Clear business transparency
- Good user experience
- Appropriate disclaimers for health products
- Established brand credibility

24

https://www.charlottesweb.com/collections/recovery-pain

80

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: To display and sell CBD recovery and pain relief products to potential customers browsing the Charlotte's Web e-commerce site. • Rating Justification: This is a well-designed e-commerce category page that effectively serves its purpose of showcasing recovery and pain relief products. The page has clear navigation, detailed product information, and professional presentation, though it's primarily commercial in nature.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional website design, Comprehensive product information, Clear contact and policy information • Key Weaknesses: Limited visible expert credentials on this page, Could benefit from more medical professional endorsements • Trust Evidence: Strong trust signals including comprehensive contact information, detailed policies, certificates of analysis, professional design, secure checkout, and established business presence. • Expertise Evidence: Shows expertise through detailed product descriptions, ingredient information, dosage guidance, and professional presentation. However, lacks visible expert credentials or medical professional endorsements on this specific page. • Experience Evidence: Charlotte's Web demonstrates significant experience as an established CBD company with a comprehensive product line, professional e-commerce platform, and detailed product information including certificates of analysis. • Authoritativeness Evidence: Well-established brand with professional website, comprehensive contact information, clear business credentials, retail partnerships, and B-Corp certification mentioned in footer.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page deals with health-related products specifically marketed for recovery and pain relief, which directly relates to health and safety decisions that could impact a person's wellbeing. • Potential Harm: Incorrect information about CBD products for pain relief could lead to inappropriate self-medication or delay in seeking proper medical treatment. • Standards Required: High standards for accuracy, medical expertise, and clear disclaimers about health claims are required for this type of content.

Main Content

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

MC Analysis

Strengths: Clear product categorization, Professional product presentation, Comprehensive product details, Easy navigation and filtering • Weaknesses: Limited educational content about CBD for recovery, Could benefit from more detailed ingredient explanations • Mc Description: E-commerce category page displaying CBD recovery and pain relief products with detailed product information, pricing, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear policies, contact information, and business details readily available. • Trust Factors: Comprehensive contact information, Clear business policies, Professional design, Established brand presence, Secure checkout process • Distrust Factors: Limited author information for specific content, Could benefit from more medical professional endorsements

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Health disclaimers are present and the page does not make inappropriate medical claims.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and subscription offers that are relevant to the site's products. • User Experience Impact: Minimal negative impact on user experience, ads are contextually relevant and not overly intrusive.

Recommendations

Improvements

- Add more visible expert credentials or medical professional endorsements
- Include more educational content about CBD for recovery
- Make health disclaimers more prominent
- Add customer reviews or testimonials for trust

Strengths

- Professional design and functionality
- Comprehensive product information
- Strong trust signals
- Clear business transparency
- Appropriate health disclaimers

25

https://www.charlottesweb.com/collections/sleep

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

82 PQ Score	85 E-E-A-T Overall	85 Experience	80 Expertise
85 Authoritativeness	90 Trust	85 Content Effort	75 Originality
85 Skill	80 Accuracy	85 Reputation	

Page Quality

PQ Rating	high
PQ Score	82

PQ Analysis

Meets Purpose: True • Purpose Description: To display and sell Charlotte's Web sleep support products including CBD gummies, oils, and related supplements with clear product information and purchasing options. • Rating Justification: This is a well-designed e-commerce collection page that effectively serves its purpose of showcasing sleep-related CBD products. The page has clear navigation, comprehensive product information, and professional presentation.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Well-established CBD brand, Comprehensive product information, Professional website design, Clear contact and policy information, Educational resources • Key Weaknesses: Limited author information for content, Could provide more detailed expertise credentials • Trust Evidence: Comprehensive contact information, about page, clear policies (refund, shipping, privacy), certificates of analysis, professional presentation, established business with physical presence, and transparent product information. • Expertise Evidence: The site shows expertise through detailed product information, ingredient specifications, certificates of analysis, healthcare professional resources, and educational content about CBD products. • Experience Evidence: Charlotte's Web demonstrates extensive experience as a CBD company with established product lines, detailed product descriptions, and comprehensive customer support systems including loyalty programs and subscription services. • Authoritativeness Evidence: Strong brand recognition in CBD industry, comprehensive contact information, professional website design, established business operations with retail partnerships, and clear regulatory compliance messaging.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD and health supplement products that could impact user health and safety. CBD products fall under health and wellness categories that require high trust standards. • Potential Harm: Incorrect information about CBD products or misleading health claims could lead users to make poor health decisions or have unrealistic expectations about product effects. • Standards Required: High standards for accuracy, transparency, regulatory compliance, and clear disclaimers about health claims are required for CBD/health supplement commerce.

Main Content

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

MC Analysis

Strengths: Clear product organization, Professional product presentation, Comprehensive product information, Good user experience design, Multiple purchasing options • Weaknesses: Could benefit from more detailed ingredient information, Product reviews/ratings not prominently displayed • Mc Description: E-commerce collection page displaying sleep support products with clear product images, descriptions, pricing, and purchasing options. Includes product filtering, detailed product information, and supporting content.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes

Reputation Sources –

Trust Analysis

Transparency: Good transparency with clear policies, contact information, and business details. Could improve with more detailed author/expert credentials for content. • Trust Factors: Comprehensive contact information, Clear business policies, Professional presentation, Established brand presence, Regulatory compliance messaging, Certificates of analysis mentioned • Distrust Factors: Limited author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page includes appropriate FDA disclaimers and does not make misleading health claims.

Ads Analysis

Ad Placement: Promotional banners and product promotions are clearly integrated and relevant to the site's purpose. • User Experience Impact: Minimal negative impact, promotions are relevant and not obstructive to main content.

Recommendations

Improvements

- Add more detailed author/expert credentials for content
- Make FDA disclaimers more prominent
- Include more customer reviews and ratings
- Provide more detailed ingredient sourcing information

Strengths

- Professional design and user experience
- Comprehensive product information
- Strong trust signals and transparency
- Appropriate regulatory compliance
- Clear business information and policies

26

https://www.charlottesweb.com/collections/thc-delta-9



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:30

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

27

<https://www.charlottesweb.com/collections/thc-free>

80

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	80

PQ Analysis

Meets Purpose: True • Purpose Description: To display and allow purchase of THC-free CBD products from Charlotte's Web, providing product information and facilitating e-commerce transactions. • Rating Justification: This is a well-designed e-commerce collection page that effectively serves its purpose of showcasing THC-free CBD products. The page has clear navigation, detailed product information, and good user experience design.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive product information, Professional website design, Clear contact and policy information • Key Weaknesses: No author information on collection page, Limited specific expertise credentials displayed • Trust Evidence: Strong trust indicators including comprehensive contact information, detailed policies, certificates of analysis, professional design, secure checkout, and established business presence with physical locations. • Expertise Evidence: Company shows expertise through detailed product information, certificates of analysis, healthcare professional portal, and educational content. However, no specific author credentials are displayed on this collection page. • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD industry with established product lines, detailed product descriptions, and comprehensive customer support systems including loyalty programs and subscription services. • Authoritativeness Evidence: Well-established brand with professional website design, comprehensive contact information, retail store locator, wholesale opportunities, and B-Corp certification indicating industry recognition.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products which are health-related supplements that could impact user health and safety. CBD products fall under health and wellness category requiring higher quality standards. • Potential Harm: Incorrect information about CBD products could lead to inappropriate usage, health complications, or interference with medications. • Standards Required: High standards for accuracy, expertise, and trustworthiness are required for health-related product sales.

Main Content

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

MC Analysis

Strengths: Clear product organization, Professional product presentation, Comprehensive filtering options, Detailed product information • Weaknesses: Limited educational content on collection page, Could benefit from more detailed product comparisons • Mc Description: E-commerce collection page displaying THC-free CBD products with product images, descriptions, pricing, and purchase options. Includes filtering, sorting, and detailed product information.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear policies, contact information, and business details readily available. • Trust Factors: Comprehensive contact information, Professional design, Detailed policies, Certificates of analysis, B-Corp certification, Physical store locations • Distrust Factors: No specific author information on collection page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear purpose, honest design, and accurate information presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Products are legally sold CBD items with appropriate disclaimers.

Ads Analysis

Ad Placement: Promotional banners and product promotions are appropriately placed and clearly identified as such.
 • User Experience Impact: Minimal negative impact on user experience. Promotions are relevant to the content and clearly marked.

Recommendations

Improvements

- Add author/expert information for product descriptions
- Include more educational content about THC-free CBD
- Enhance product comparison features
- Add customer review summaries to collection view

Strengths

- Professional design and functionality
- Comprehensive product information

- Strong trust signals
- Clear business transparency
- Good user experience

28

<https://www.charlottesweb.com/collections/topicals>

80

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	75	Content Effort	70	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	80

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce collection page showcasing CBD topical products with clear categorization, pricing, and purchase options • Rating Justification: Well-designed e-commerce collection page with clear navigation, professional product presentation, and comprehensive filtering options that effectively serves its commercial purpose

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established CBD brand reputation, Professional website design, Clear product categorization, Transparent ingredient information • Key Weaknesses: Limited author information for content, Could benefit from more detailed product education • Trust Evidence: Complete contact information, about page, clear policies, professional design, and transparent product information build trust • Expertise Evidence: Professional product formulations with specific CBD concentrations, full-spectrum vs THC-free distinctions, and detailed product specifications demonstrate industry expertise • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product descriptions, detailed ingredient information, and comprehensive product categorization showing deep market experience • Authoritativeness Evidence: Established brand with professional website, comprehensive product lines, clear branding, and structured navigation indicating market authority

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that can affect user wellbeing and safety, making this clearly YMYL content • Potential Harm: Incorrect information about CBD products could lead to improper usage, health risks, or regulatory violations • Standards Required: High standards for accuracy, transparency, regulatory compliance, and clear product information are required

Main Content

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

MC Analysis

Strengths: Clear product organization, Professional product presentation, Effective filtering and sorting, Comprehensive product information • Weaknesses: Limited educational content about topicals, Could include more detailed usage instructions • Mc Description: Collection page displaying CBD topical products with clear product images, pricing, descriptions, and filtering options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear product information, pricing, and company details • Trust Factors: Professional website design, Complete contact information, Clear policies and disclaimers, Established brand presence, SSL security • Distrust Factors: Limited third-party verification visible, No clear author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, transparent pricing, and honest product presentation

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Products appear to be legitimate CBD topicals with appropriate disclaimers

Ads Analysis

Ad Placement: Promotional banners and subscription offers are clearly marked and appropriately placed • User Experience Impact: Minimal negative impact on user experience, ads are relevant to the content

Recommendations

Improvements

- Add more educational content about CBD topicals
- Include third-party lab testing certificates
- Add customer reviews and ratings
- Provide more detailed usage instructions

Strengths

- Professional design and user experience
- Clear product categorization and filtering
- Transparent pricing and product information

- Established brand credibility

29

https://www.charlottesweb.com/pages/2025-dreamer-sweepstakes

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

30

<https://www.charlottesweb.com/pages/2025-dreamer-sweepstakes-terms-conditions>

82

Confidence: 0.9

Should Rank

Analysed: 04 Apr 2026 00:28

Scores at a Glance

80	PQ Score	82	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	70	Originality
85	Skill	90	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	80

PQ Analysis

Meets Purpose: True • Purpose Description: To provide official terms and conditions for Charlotte's Web Dreamer Sweepstakes, ensuring legal compliance and participant understanding • Rating Justification: Well-structured legal document that clearly serves its purpose with comprehensive terms and conditions for a sweepstakes promotion

E-E-A-T

Overall	82
Experience	75
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Comprehensive legal documentation, Clear contact information, Established brand reputation, Proper compliance language • Key Weaknesses: No author attribution for legal document, Limited expertise demonstration in sweepstakes management specifically • Trust Evidence: Complete contact information provided, proper legal disclaimers, clear terms and conditions, established business with physical address • Expertise Evidence: Legal document demonstrates expertise in sweepstakes law with proper jurisdiction specifications, arbitration clauses, and compliance requirements • Experience Evidence: Charlotte's Web is an established CBD company with real-world experience in the industry, evidenced by their comprehensive product line and established business operations • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry with trademark ownership, established business address, and proper corporate structure

YMYL

Is YMYL	No
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Category	none
Risk Level	not_ymyl

YMYL Analysis

Reasoning: Sweepstakes terms and conditions do not directly impact health, financial security, safety, or civic processes in a way that would classify as YMYL • Potential Harm: Minimal - mainly relates to promotional contest participation • Standards Required: Standard business/legal document standards apply but not heightened YMYL requirements

Main Content

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

MC Analysis

Strengths: Complete legal coverage, Clear structure and organization, Specific details about prizes and dates, Proper legal language • Weaknesses: Dense legal text may be difficult for average users, No visual breaks or formatting to improve readability • Mc Description: Comprehensive sweepstakes terms and conditions covering eligibility, entry methods, prizes, legal disclaimers, and all necessary legal provisions

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High transparency with clear terms, contact information, and business details • Trust Factors: Established business with physical address, Complete contact information, Professional legal documentation, Clear company identification • Distrust Factors: No specific author attribution for legal document

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'phone': '+1 (855) 790-8169', 'address': '700 Tech Ct., Louisville, CO 80027', 'business_name': 'Charlotte's Web, Inc.'}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified - clear, straightforward legal documentation

Harm Analysis

Severity: none • Harm Details: No harmful content identified - standard legal terms and conditions for a legitimate business promotion

Ads Analysis

Ad Placement: Standard website navigation and promotional elements present but do not interfere with main content • User Experience Impact: Minimal impact on accessing and reading the terms and conditions

Recommendations

Improvements

- Add author attribution for legal document
- Improve formatting with visual breaks for better readability
- Consider adding a plain-language summary section

Strengths

- Comprehensive legal coverage
- Clear business identification
- Professional documentation
- Complete contact information
- Proper legal compliance language

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<https://www.charlottesweb.com/pages/about-us>

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	90	Originality
80	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	80

PQ Analysis

Meets Purpose: True • Purpose Description: To inform visitors about Charlotte's Web company history, mission, values, and social impact initiatives • Rating Justification: Well-structured about page with clear company mission, values, and background. Good use of visual elements and organized content sections. Meets user expectations for learning about the company.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Strong mission-driven narrative, B-Corp certification adds credibility, Transparent about company origins, Clear advocacy work • Key Weaknesses: Limited specific expertise credentials shown, Could provide more detailed scientific backing information • Trust Evidence: B-Corp certification, transparent about mission origins, clear contact information, detailed about page, certificates of analysis mentioned • Expertise Evidence: Pioneered CBD industry, mentions products 'formulated by experts and backed by science', references proprietary genetics and quality standards • Experience Evidence: Company founded on personal mission to help Charlotte Figi, demonstrates real-world experience in CBD industry for over 10 years, mentions giving away extract in early days • Authoritativeness Evidence: Certified B-Corp status, established brand recognition, partnerships with veterans/first responders organizations, advocacy work in Washington

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD/hemp products directly relate to health and wellness, making this clearly YMYL content that could impact user health decisions • Potential Harm: Misinformation about CBD products could lead to inappropriate health decisions or unrealistic expectations • Standards Required: High standards for accuracy, expertise demonstration, and responsible health claims

Main Content

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

MC Analysis

Strengths: Clear company story and mission, Well-organized sections, Good visual hierarchy, Comprehensive coverage of company values • Weaknesses: Could include more specific founder/leadership information, Some sections could be more detailed • Mc Description: Comprehensive about page covering company mission, values, B-Corp status, partnerships, and social impact initiatives with good visual design

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency about company mission and values, B-Corp status adds credibility • Trust Factors: B-Corp certification, Clear contact information, Transparent about company mission, Professional website design, FDA disclaimer present • Distrust Factors: Limited specific leadership/founder information visible, Could provide more detailed scientific credentials

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'b_corp_certified': True, 'industry_pioneer': True, 'established_company': True}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear about page with transparent company information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Company presents itself responsibly with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more specific leadership/founder credentials and backgrounds
- Provide more detailed scientific backing for product claims
- Make FDA disclaimer more prominent
- Include more specific expertise credentials

Strengths

- Strong mission-driven narrative
- B-Corp certification adds significant credibility
- Professional design and user experience

- Good transparency about company values and social impact

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https://www.charlottesweb.com/pages/accessibility-statement

78

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

75 PQ Score	83 E-E-A-T Overall	75 Experience	80 Expertise
85 Authoritativeness	90 Trust	70 Content Effort	60 Originality
75 Skill	85 Accuracy	85 Reputation	

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide accessibility information and contact details for users who need assistance with website accessibility • Rating Justification: This is a functional accessibility statement page that serves its intended purpose of providing accessibility information and contact details for users with disabilities. While the content appears limited, it fulfills a necessary compliance function.

E-E-A-T

Overall	83
Experience	75
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive contact and policy information, Professional website structure, Accessibility compliance • Key Weaknesses: Limited author information for specific content, Accessibility statement content not fully visible in excerpt • Trust Evidence: Clear contact information, comprehensive policies, accessibility statement shows commitment to compliance, established domain authority • Expertise Evidence: Company demonstrates expertise in CBD products with scientific backing mentioned in meta description and comprehensive product lines • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence and customer base • Authoritativeness Evidence: Established brand with retail presence, B-Corp certification, and comprehensive business operations including wholesale

YMYL

Is YMYL No

Category	none
Risk Level	not_yml

YMYL Analysis

Reasoning: This is an accessibility statement page providing contact information and compliance details, not health advice or product claims • Potential Harm: Minimal - this is informational/compliance content • Standards Required: Standard web content quality expectations

Main Content

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

MC Analysis

Strengths: Clear purpose, Appropriate title, Contact information provided • Weaknesses: Limited content visibility in excerpt, Standard compliance page format • Mc Description: Accessibility statement page with contact information for accessibility feedback and compliance details

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	-

Trust Analysis

Transparency: Good transparency with contact information and accessibility commitment • Trust Factors: Established domain, Clear contact information, Professional website structure, Comprehensive policies, B-Corp certification mentioned • Distrust Factors: Limited specific author attribution

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified - straightforward accessibility statement page

Harm Analysis

Severity: none • Harm Details: No harmful content identified - this is a compliance/informational page

Ads Analysis

Ad Placement: Ads present but not obstructive to main content purpose • User Experience Impact: Minimal impact on accessibility statement functionality

Recommendations

Improvements

- Ensure accessibility statement content is comprehensive and detailed
- Consider adding more specific accessibility features and compliance details
- Add author or responsible party information

Strengths

- Clear contact information provided
- Professional website structure
- Established brand trust
- Proper page purpose and functionality

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https://www.charlottesweb.com/pages/affiliate-program

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

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

Page Quality

PQ Rating	high
PQ Score	80

PQ Analysis

Meets Purpose: True • Purpose Description: To recruit affiliates for Charlotte's Web's affiliate marketing program by explaining benefits, commission structure, and application process. • Rating Justification: Well-structured affiliate program page with clear information, professional design, and comprehensive details about the program benefits and process. Serves its commercial purpose effectively.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	90
Trust	85

E-E-A-T Analysis

Key Strengths: Established market leader with proven track record, Certified B Corp status demonstrates accountability, Comprehensive trust signals and transparency • Key Weaknesses: No specific author information for this page, Could provide more detailed expertise credentials • Trust Evidence: Multiple trust signals including Certified B Corp certification, comprehensive contact information, detailed about page, certificates of analysis, and transparent business practices. • Expertise Evidence: Company shows expertise through industry-leading research, quality ingredients, and being recognized as 'The World's Most Trusted Hemp Extract'. They mention science-backed formulations and efficacy enhanced by science. • Experience Evidence: Charlotte's Web demonstrates extensive experience as a CBD pioneer with millions of customers and over 5 million in product sales. They reference their founding mission and long-term market presence. • Authoritativeness Evidence: Strong authoritativeness evidenced by Certified B Corp status, being the '#1 in CBD Sales', and positioning as the industry pioneer. Clear brand recognition and market leadership.

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

YMYL Analysis

Reasoning: This is an affiliate program recruitment page, not providing health advice or selling CBD products directly. It's a business/marketing page about partnership opportunities. • Potential Harm: Minimal - standard affiliate marketing content with no health claims or financial advice • Standards Required: Standard commercial content standards apply

Main Content

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

MC Analysis

Strengths: Clear value proposition, Comprehensive program details, Professional presentation, Good visual hierarchy • Weaknesses: Could include more specific terms and conditions, Missing detailed commission structure breakdown • Mc Description: Comprehensive affiliate program page explaining Charlotte's Web's partnership opportunity, including benefits (30-day cookie duration, up to 30% commission), company background, product showcase, and application process.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High transparency with detailed company information, certifications, and clear business model • Trust Factors: Established brand with market leadership, Certified B Corp status, Comprehensive contact information, Professional website design, Clear business practices • Distrust Factors: No specific author attribution for page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'business_type': 'CBD company', 'certifications': ['Certified B Corp'], 'market_position': 'Industry pioneer and market leader'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Standard affiliate marketing page with appropriate business information.

Ads Analysis

Ad Placement: Ads are present but well-integrated and non-obstructive to the main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add specific author attribution
- Include more detailed terms and conditions
- Provide clearer commission structure breakdown

Strengths

- Strong brand authority and trust signals
- Comprehensive program information

- Professional design and user experience
- Clear value proposition for potential affiliates

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https://www.charlottesweb.com/pages/b-corp

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
90	Authoritativeness	85	Trust	85	Content Effort	90	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	80

PQ Analysis

Meets Purpose: True • Purpose Description: To inform visitors about Charlotte's Web's B Corp certification and demonstrate their commitment to transparency, accountability, and social responsibility in business practices. • Rating Justification: The page effectively communicates Charlotte's Web's B Corp certification and values. Content is well-organized, informative, and serves its purpose of explaining the company's commitment to social and environmental responsibility.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	90
Trust	85

E-E-A-T Analysis

Key Strengths: B Corp certification demonstrates commitment to transparency and accountability, Clear company mission and values alignment, Comprehensive contact and about information, Third-party certifications and partnerships • Key Weaknesses: No individual author information for page content, Limited specific credentials of content creators, Could provide more detailed expertise credentials • Trust Evidence: B Corp certification provides third-party validation of business practices. Comprehensive contact information, about pages, certificates of analysis, and transparency in business operations. • Expertise Evidence: The company shows expertise through their B Corp certification, industry partnerships, research initiatives, and comprehensive product development in CBD and botanical wellness. • Experience Evidence: Charlotte's Web demonstrates extensive experience in the CBD industry, being named after Charlotte Figi and having a long history in hemp cultivation and CBD product development. • Authoritativeness Evidence: Strong authoritativeness evidenced by B Corp certification, partnerships with veteran organizations, athletic organizations, and advocacy groups. Clear company history and established market presence.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: While this specific page focuses on B Corp certification rather than health claims, Charlotte's Web is a CBD company and the page is part of a health-related business website. • Potential Harm: Minimal harm potential from this specific page as it focuses on business practices rather than health claims or product recommendations. • Standards Required: Moderate standards required due to association with health/wellness company, though this page primarily discusses business ethics and certification.

Main Content

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

MC Analysis

Strengths: Clear explanation of B Corp certification, Specific examples of community partnerships, Well-organized information hierarchy, Professional presentation • Weaknesses: Could include more specific metrics or achievements, Limited detail on actual B Corp assessment scores, No publication date or last updated information • Mc Description: The main content explains Charlotte's Web's B Corp certification, their commitment to transparency and accountability, and their partnerships with various organizations supporting veterans, research, and social causes.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes

Reputation Sources –

Trust Analysis

Transparency: High transparency through B Corp certification requirements and clear communication of business practices and partnerships. • Trust Factors: B Corp certification provides third-party validation, Comprehensive contact information available, Clear about page and company information, Established business with verifiable partnerships, Professional website design and functionality • Distrust Factors: No specific author attribution for page content, Limited individual expertise credentials displayed

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'b_corp_certification': True, 'industry_partnerships': True, 'established_cbd_company': True}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear purpose, transparent information, and honest representation of B Corp certification.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page promotes positive business practices and social responsibility.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately and do not obstruct main content viewing. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add publication or last updated date
- Include specific B Corp assessment scores or metrics
- Add author attribution for content creation
- Provide more detailed information about specific achievements

Strengths

- B Corp certification provides strong third-party validation
- Clear and professional presentation of company values
- Comprehensive contact and about information
- Well-organized content structure
- Authentic company story and partnerships

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https://www.charlottesweb.com/pages/better-by-design

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:28

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	90	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	80

PQ Analysis

Meets Purpose: True • Purpose Description: To inform customers about improvements to gummy product coating and address potential questions about the changes • Rating Justification: Well-designed informational page that clearly communicates product updates to customers with good user experience and comprehensive information

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Transparent communication about product changes, Professional website design, Comprehensive customer support • Key Weaknesses: No specific author attribution for content, Limited technical credentials displayed • Trust Evidence: Complete contact information, customer service details, comprehensive policies, SSL security, professional presentation, and transparency about product changes • Expertise Evidence: Company shows expertise through detailed product formulation information, quality standards mentions, certificates of analysis availability, and healthcare professional portal • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD industry with detailed product information, customer feedback integration, and specific product improvement details based on customer requests • Authoritativeness Evidence: Well-established brand with comprehensive website, professional design, detailed contact information, certified B-Corp status, and retail partnerships

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page discusses CBD products which are health-related supplements that can affect user wellbeing and safety • Potential Harm: Misinformation about CBD products could impact health decisions and product safety understanding • Standards Required: High standards for accuracy, transparency, and responsible health product marketing required

Main Content

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

MC Analysis

Strengths: Clear communication of changes, Addresses customer concerns proactively, Professional presentation, Comprehensive FAQ section • Weaknesses: Could include more technical details, Limited scientific backing for claims • Mc Description: Informational page explaining improvements to CBD gummy coating, addressing customer concerns, and providing timeline for rollout

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency about product changes and company information • Trust Factors: Complete contact information, Professional website design, Transparent communication, Established brand presence, Customer service details • Distrust Factors: No specific author attribution, Limited third-party validation visible

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
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. Page provides transparent information about product improvements.

Ads Analysis

Ad Placement: Product promotion integrated naturally within content, not obstructive • User Experience Impact: Minimal negative impact, ads are relevant to content

Recommendations

Improvements

- Add author attribution for content
- Include more technical details about formulation changes
- Add scientific citations for product claims
- Consider third-party validation or certifications

Strengths

- Transparent communication about product changes
- Professional website design and user experience
- Comprehensive customer support information

- Clear and helpful FAQ section

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https://www.charlottesweb.com/pages/brightside



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

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https://www.charlottesweb.com/pages/brightside-quiz



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

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https://www.charlottesweb.com/pages/brightside-quiz-1

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Confidence: 0.9

Needs Work

Analysed: 04 Apr 2026 00:28

Scores at a Glance

15	PQ Score	18	E-E-A-T Overall	20	Experience	15	Expertise
25	Authoritativeness	10	Trust	10	Content Effort	20	Originality
15	Skill	30	Accuracy	40	Reputation		

Page Quality

PQ Rating lowest

PQ Score 15

PQ Analysis

Meets Purpose: False • Purpose Description: Appears intended to be a quiz page ('Brightside Quiz') but lacks actual quiz content or clear functionality. • Rating Justification: The page has extremely minimal main content (193 words), unclear purpose, poor user experience with mostly code/technical content visible, and fails to provide meaningful value to users seeking a quiz experience.

E-E-A-T

Overall	18
Experience	20
Expertise	15
Authoritativeness	25
Trust	10

E-E-A-T Analysis

Key Strengths: Established brand name, Has contact and about information • Key Weaknesses: Minimal substantive content, Poor page execution, Unclear purpose, Technical implementation issues • Trust Evidence: The page has basic trust signals like contact information and about page, but the extremely low content quality and technical issues significantly undermine trust. • Expertise Evidence: Limited demonstration of expertise. While Charlotte's Web is a known CBD brand, this specific page lacks substantive content showing deep knowledge of CBD or wellness topics. • Experience Evidence: No clear evidence of first-hand experience with CBD products or wellness solutions. The page appears to be a quiz landing page with minimal content. • Authoritativeness Evidence: Charlotte's Web has some brand recognition in the CBD space and the site includes certificates of analysis and contact information, providing some authority signals.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a CBD/wellness product page from a company selling health-related products. CBD products directly relate to health and wellness decisions. • Potential Harm: Poor quality health-related content could mislead users about CBD products, dosing, or health benefits. • Standards Required: High E-E-A-T standards required for health-related content, including clear expertise, medical accuracy, and trustworthy information.

Main Content

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

MC Analysis

Strengths: Page loads, Has basic navigation • Weaknesses: Extremely short content, Unclear purpose, Poor user experience, Technical content exposed to users, No actual quiz functionality visible • Mc Description: The main content appears to be mostly technical code and scripts rather than meaningful user-facing content. The actual substantive content is minimal.

Trust & Reputation

Trust Level	low
Reputation Score	40
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Basic transparency through contact info and about page, but poor page execution undermines overall trust. • Trust Factors: Contact information available, About page exists, Established brand • Distrust Factors: Poor page quality, Technical implementation issues, Minimal content, Unclear functionality

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	neutral

Quality Flags

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

Spam Analysis

Confidence: medium • Spam Indicators: Very low effort content, Poor user experience

Deception Analysis

Severity: moderate • Deception Details: The page title promises a 'Brightside Quiz' but fails to deliver functional quiz content. Main content is obstructed by technical implementation issues.

Harm Analysis

Severity: low • Harm Details: The page title suggests a quiz but doesn't deliver that functionality, which is misleading to users. However, no directly harmful health misinformation detected.

Ads Analysis

Ad Placement: Ads appear to be present based on structured data but not obstructive to the limited content. • User Experience Impact: Minimal impact given the already poor user experience.

Recommendations

Critical Issues

- Misleading title - promises quiz but doesn't deliver
- Extremely minimal content for a YMYL topic
- Poor technical implementation exposing code to users

Improvements

- Implement actual quiz functionality as promised in the title
- Add substantial, helpful content about CBD and wellness
- Fix technical implementation to hide code from users
- Improve page structure and user experience
- Add expert authorship and credentials for health content

Strengths

- Established brand recognition
- Basic trust signals present (contact, about page)
- Site has certificates of analysis showing some commitment to transparency

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https://www.charlottesweb.com/pages/careers

25

Confidence: 0.9

Needs Work

Analysed: 04 Apr 2026 00:26

Scores at a Glance

25	PQ Score	48	E-E-A-T Overall	20	Experience	15	Expertise
75	Authoritativeness	80	Trust	10	Content Effort	20	Originality
15	Skill	60	Accuracy	80	Reputation		

Page Quality

PQ Rating	low
PQ Score	25

PQ Analysis

Meets Purpose: False • Purpose Description: To provide career information and opportunities at Charlotte's Web, but fails to deliver meaningful content • Rating Justification: Page has extremely minimal main content (194 words) that fails to serve users looking for career information. While not harmful, it provides almost no value.

E-E-A-T

Overall	48
Experience	20
Expertise	15
Authoritativeness	75
Trust	80

E-E-A-T Analysis

Key Strengths: Legitimate established business, Professional website infrastructure, Clear brand identity • Key Weaknesses: Extremely minimal content, No career-specific expertise demonstrated, No hiring process information • Trust Evidence: Established company with contact information, about page, and professional website structure • Expertise Evidence: No demonstration of expertise in career development, HR practices, or employment guidance • Experience Evidence: No evidence of direct experience with careers or hiring processes shown on this minimal page • Authoritativeness Evidence: Charlotte's Web is an established CBD company with strong brand recognition and legitimate business presence

YMYL

Is YMYL	No
Category	none

Risk Level	not_ymyl
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YMYL Analysis

Reasoning: Career information pages are generally not YMYL unless they contain financial advice or safety-critical job information • Potential Harm: Minimal - lack of information is inconvenient but not harmful • Standards Required: Standard quality expectations apply

Main Content

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

Strengths: Clear page title, Professional site structure • Weaknesses: Insufficient content, No job listings, No career guidance, No company culture information, No application process details • Mc Description: Extremely minimal careers page with only 194 words and no substantial career-related information

Trust & Reputation

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

Transparency: Good overall site transparency with company information available • Trust Factors: Established CBD company, Professional website, Contact information available, About page present • Distrust Factors: Minimal content could suggest neglect

Creator

Creator Identified	Yes
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Creator Type	business
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Credentials	{}
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Reputation	positive
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Quality Flags

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

Spam Type	none
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Copied Content	No
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AI Generated	–
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Adequate Effort	No
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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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: low • Spam Indicators: Minimal content could indicate low effort

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified - page is straightforward but minimal

Harm Analysis

Severity: none • Harm Details: No harmful content identified - page is simply lacking in useful information

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive • User Experience Impact: Minimal negative impact on user experience

Recommendations

Critical Issues

- Insufficient main content
- Fails to meet user needs for career information

Improvements

- Add comprehensive career information
- Include current job openings
- Provide company culture details
- Add application process information
- Include employee benefits and perks

Strengths

- Trustworthy company brand
- Professional website infrastructure
- Clear navigation structure

40

<https://www.charlottesweb.com/pages/cbd-101>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

75 PQ Score	82 E-E-A-T Overall	85 Experience	80 Expertise
85 Authoritativeness	80 Trust	80 Content Effort	70 Originality
75 Skill	75 Accuracy	80 Reputation	

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: Educational resource explaining CBD fundamentals for consumers, particularly those new to CBD products • Rating Justification: This is a well-structured educational page that serves its purpose of explaining CBD basics. Content is comprehensive and organized, though it's primarily commercial in nature from a CBD retailer.

E-E-A-T

Overall	82
Experience	85
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand authority, Technical expertise in CBD, Comprehensive educational content, Transparent business practices • Key Weaknesses: No individual author identification, Some health claims could be better qualified, Limited external expert validation • Trust Evidence: Company provides contact information, about page, certificates of analysis, and has established business credentials. However, lacks individual author attribution for content. • Expertise Evidence: Content demonstrates expertise in CBD science, extraction methods (CO2 vs IPA), endocannabinoid system explanation, and product formulation. Technical details about full-spectrum vs isolate show subject matter knowledge. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company founded by seven brothers, with clear product development history and established market presence. The content shows practical knowledge of CBD extraction methods, dosing, and product formulation. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry with FDA-registered facility, B-Corp certification, and established retail presence. The brand has authority in the hemp/CBD space.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Content directly addresses health-related topics including CBD effects, dosing, side effects, drug interactions, and medical advice. This clearly falls under health and safety YMYL. • Potential Harm: Misinformation about CBD could lead to inappropriate use, drug interactions, or delayed medical treatment. Health claims require high standards of evidence. • Standards Required: High standards for medical accuracy, proper disclaimers, and qualified health claims are required for this type of content.

Main Content

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

MC Analysis

Strengths: Well-organized FAQ structure, Comprehensive coverage of CBD topics, Clear explanations for beginners, Good integration of educational and commercial content • Weaknesses: Could benefit from more scientific citations, Some health claims need better qualification, Limited discussion of potential risks • Mc Description: Comprehensive CBD educational content organized in FAQ format covering basics, benefits, usage, product selection, and company information. Content is substantial at 3855 words.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency about business practices and product information, though individual content authorship is not identified. • Trust Factors: Established brand with business credentials, Contact information provided, About page available, B-Corp certification mentioned, FDA-registered facility, Certificates of analysis referenced • Distrust Factors: No individual author attribution, Commercial bias in educational content, Some health claims could be better supported

Creator

Creator Identified	Yes
Creator Type	business

Credentials	{'business_type': 'CBD retailer', 'certifications': ['B-Corp', 'FDA-registered facility'], 'industry_experience': 'Established CBD company founded by seven brothers'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: Page purpose is clear as educational content from a CBD retailer. Design is straightforward and main content is easily accessible.

Harm Analysis

Severity: none • Harm Details: Content appears to be generally accurate and includes appropriate disclaimers. While some health claims could be better qualified, there's no evidence of deliberately harmful or misleading information.

Ads Analysis

Ad Placement: Product recommendations and promotional content are integrated naturally within the educational content and clearly identified as such. • User Experience Impact: Ads and promotional content do not significantly obstruct the main educational content.

Recommendations

Critical Issues

- YMYL health content requires higher standards of medical accuracy and disclaimers

Improvements

- Add individual author attribution with relevant credentials
- Include more scientific citations and references
- Strengthen medical disclaimers and qualify health claims more carefully
- Add more discussion of potential risks and contraindications
- Consider third-party medical review of health-related content

Strengths

- Comprehensive and well-organized educational content
- Established brand authority in the CBD space
- Good user experience and content accessibility
- Transparent business practices and credentials
- Substantial effort and expertise demonstrated

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https://www.charlottesweb.com/pages/cbd-discount-programs

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

75	PQ Score	82	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	80	Trust	70	Content Effort	75	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 eligible groups (military, nurses, teachers, first responders) about available CBD product discounts and how to access them • Rating Justification: Page serves its purpose of providing discount program information for specific groups, has professional design and clear navigation, but content is relatively brief and could be more comprehensive

E-E-A-T

Overall	82
Experience	85
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established CBD brand with professional presence, Comprehensive contact and about information, Healthcare professional programs, Educational content and resources • Key Weaknesses: Limited author information for specific content, Could benefit from more detailed expertise credentials on discount program page • Trust Evidence: Professional website design, clear contact information, certificates of analysis, loyalty programs, and established business presence indicate trustworthiness • Expertise Evidence: Company shows expertise through detailed product information, certificates of analysis, healthcare professional programs, and educational content about CBD • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD industry with established brand recognition, comprehensive product lines, and professional website infrastructure • Authoritativeness Evidence: Well-established CBD brand with professional website, comprehensive contact information, retail partnerships, B-Corp certification, and healthcare professional programs

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page relates to CBD products which are health-related substances that can affect user wellbeing and safety • Potential Harm: Misinformation about CBD products or inappropriate marketing could lead to health risks or poor purchasing decisions • Standards Required: High standards for accuracy, transparency, and responsible marketing of health-related products

Main Content

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

MC Analysis

Strengths: Clear purpose and target audience, Professional design, Easy navigation, Integrated product showcase • Weaknesses: Brief content with limited detail, Could provide more comprehensive information about eligibility and terms, Lacks detailed program descriptions • Mc Description: Main content focuses on discount programs for specific groups with clear sections for military, nurses, teachers, and first responders, plus featured products

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with clear business information, contact details, and professional presentation • Trust Factors: Professional website design, Comprehensive contact information, About page available, Established business presence, SSL security, Professional e-commerce platform • Distrust Factors: No specific author information for page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Page clearly presents discount programs with straightforward purpose.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Page appears to offer legitimate discount programs for deserving groups.

Ads Analysis

Ad Placement: Ads appear to be integrated product promotions and company offerings rather than external advertising • User Experience Impact: Minimal negative impact, ads are relevant to page content and user intent

Recommendations

Improvements

- Add more detailed information about discount program terms and eligibility
- Include more comprehensive descriptions of each program
- Consider adding testimonials or success stories from program participants

Strengths

- Professional design and user experience
- Clear navigation and purpose
- Established brand credibility

- Good technical implementation

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https://www.charlottesweb.com/pages/cbd-dropshipping-program

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

82	PQ Score	90	E-E-A-T Overall	85	Experience	90	Expertise
95	Authoritativeness	90	Trust	85	Content Effort	90	Originality
80	Skill	85	Accuracy	90	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To inform potential business partners about Charlotte's Web CBD dropshipping program, including benefits, requirements, and application process. • Rating Justification: High-quality business information page that clearly explains dropshipping program benefits, requirements, and application process. Well-structured content with good user experience, though lacks some technical depth.

E-E-A-T

Overall 90

Experience 85

Expertise 90

Authoritativeness 95

Trust 90

E-E-A-T Analysis

Key Strengths: Industry pioneer and market leader, Transparent business requirements, Strong brand recognition, Comprehensive program information • Key Weaknesses: No specific author attribution for page content, Limited technical details about API integration • Trust Evidence: High trust indicators include transparent contact information, detailed program requirements, clear policies, established brand reputation, B-Corp certification, and comprehensive FAQ section addressing common concerns. • Expertise Evidence: Strong expertise evidenced by being the #1 searched CBD brand on Google, proprietary hemp genetics developed through traditional breeding techniques, and comprehensive understanding of CBD industry regulations and business partnerships. • Experience Evidence: Charlotte's Web demonstrates extensive experience as a CBD industry pioneer, creating the CBD category over a decade ago and maintaining market leadership. The page shows deep understanding of dropshipping business models and operational requirements. • Authoritativeness Evidence: Highly authoritative as the category creator and market leader in CBD, featured prominently in media, with Dr. Sanjay Gupta endorsement, and established retail partnerships. The brand has clear industry recognition and regulatory compliance.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: While primarily a business partnership page, it relates to CBD products which have health implications. The page focuses on business aspects rather than health claims, reducing YMYL risk. • Potential Harm: Limited potential harm as content focuses on business partnership rather than health advice. Main risk would be misleading business information. • Standards Required: Moderate standards required due to CBD product context, but business focus reduces health-related YMYL concerns.

Main Content

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

MC Analysis

Strengths: Clear program benefits, Detailed requirements, Comprehensive FAQ, Professional presentation • Weaknesses: Could include more technical integration details, Limited specific success metrics or case studies • Mc Description: Comprehensive dropshipping program information including benefits (no inventory, brand recognition, scalability), requirements, rules, FAQ section, and contact information for application.

Trust & Reputation

Trust Level	high
Reputation Score	90
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	Media coverage • Dr. Sanjay Gupta endorsement • Industry leadership

Trust Analysis

Transparency: Good transparency in program requirements, rules, and application process • Trust Factors: Established brand reputation, Clear contact information, Transparent requirements, Professional presentation, Industry recognition • Distrust Factors: No specific author attribution, Some marketing claims could be better substantiated

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Charlotte's Web', 'certifications': 'B-Corp certified', 'industry_position': 'CBD market leader'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Business partnership information appears accurate and transparent.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content consumption • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add specific author attribution
- Include more technical integration details
- Provide specific success metrics or case studies
- Add more detailed API documentation

Strengths

- Strong brand authority
- Comprehensive program information
- Clear requirements and process
- Professional presentation
- Good trust signals

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https://www.charlottesweb.com/pages/cbn-for-sleep

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial page promoting CBN products for sleep while providing educational information about CBN benefits and research • Rating Justification: Page serves its commercial purpose well with informative content about CBN for sleep, but lacks depth and expert authorship that would elevate it to high quality

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Scientific approach to product development, Professional presentation, Comprehensive product information • Key Weaknesses: No specific author attribution for content, Limited detailed credentials displayed, Could benefit from more expert bylines • Trust Evidence: Professional website design, contact information available, about page present, established business with clear product information and policies • Expertise Evidence: Content shows expertise in CBD/CBN science with references to clinical studies, detailed explanations of cannabinoid effects, and scientific approach to product development • Experience Evidence: Charlotte's Web demonstrates experience through their established brand presence, detailed product information, and comprehensive approach to CBN research and testing • Authoritativeness Evidence: Well-established brand with professional website, comprehensive product lines, certificates of analysis mentioned, and structured business presence

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page discusses health benefits of CBN for sleep, makes claims about clinical studies, and promotes health-related products • Potential Harm: Misinformation about health benefits or inappropriate medical claims could lead to poor health decisions • Standards Required: High standards for accuracy, expertise, and trustworthiness required for health-related content

Main Content

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

MC Analysis

Strengths: Clear purpose and structure, Informative content about CBN, Professional presentation, Good navigation • Weaknesses: Limited depth of information, No expert authorship, Could use more detailed scientific backing • Mc Description: Commercial page promoting CBN products for sleep with educational content about CBN benefits, clinical research, and product categories

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with business information, though could improve with expert authorship • Trust Factors: Established business presence, Professional website, Contact information available, Clear policies, Structured data present • Distrust Factors: No specific author information, Limited expert credentials displayed

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Purpose is clear as commercial/educational page

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Health claims appear reasonable though could be better qualified

Ads Analysis

Ad Placement: Ads appear to be integrated product promotions which are appropriate for commercial site • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add expert author bylines or medical review
- Provide more specific clinical study details
- Include more detailed scientific explanations
- Add customer testimonials or case studies

Strengths

- Professional presentation
- Clear commercial purpose

- Informative content
- Established brand trust
- Good user experience

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https://www.charlottesweb.com/pages/certificates-of-analysis



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:27

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

45

https://www.charlottesweb.com/pages/chewjitsu

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:27

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

46

<https://www.charlottesweb.com/pages/clinic-sign-up>

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:28

Scores at a Glance

80	PQ Score	90	E-E-A-T Overall	85	Experience	90	Expertise
95	Authoritativeness	90	Trust	85	Content Effort	80	Originality
85	Skill	85	Accuracy	90	Reputation		

Page Quality

PQ Rating	high
PQ Score	80

PQ Analysis

Meets Purpose: True • Purpose Description: To facilitate healthcare practitioners signing up for Charlotte's Web's clinic program to provide CBD products to patients • Rating Justification: Well-designed professional page with clear purpose, good content organization, and appropriate functionality for healthcare practitioner signup

E-E-A-T

Overall	90
Experience	85
Expertise	90
Authoritativeness	95
Trust	90

E-E-A-T Analysis

Key Strengths: Market leadership and pioneering role, Scientific backing and quality standards, Healthcare professional focus, Transparent business practices • Key Weaknesses: Limited author information for specific content, Could benefit from more detailed credentials display • Trust Evidence: Strong trust indicators including transparent business practices, B-Corp status, established brand reputation, clear contact information, and professional healthcare focus • Expertise Evidence: Strong expertise shown through science-backed formulations, cGMP standards, botanical drug development, and specific product knowledge for healthcare professionals • Experience Evidence: Charlotte's Web demonstrates extensive experience as a market creator in CBD with over a decade of operation, proprietary hemp genetics, and real-world application in healthcare settings • Authoritativeness Evidence: High authoritativeness as the original CBD category creator, B-Corp certification, legislative advocacy leadership, and recognition by healthcare professionals and media

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page deals with CBD products for medical/therapeutic use by healthcare practitioners, directly relating to health and safety decisions • Potential Harm: Misinformation about CBD products could impact patient health decisions and treatment outcomes • Standards Required: High standards required for accuracy, expertise, and trustworthiness in health-related product information

Main Content

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

MC Analysis

Strengths: Clear purpose and call-to-action, Professional presentation, Relevant testimonials, Good information organization • Weaknesses: Could include more specific scientific data, Limited detailed product specifications on this page • Mc Description: Professional clinic signup page with company background, product information, testimonials, and clear value propositions for healthcare practitioners

Trust & Reputation

Trust Level	high
Reputation Score	90
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear business information, contact details, and company background • Trust Factors: Established brand reputation, B-Corp certification, Clear contact information, Professional presentation, Healthcare focus • Distrust Factors: No specific author attribution for page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'experience': 'Over a decade in CBD industry', 'business_type': 'CBD company', 'certifications': ['B-Corp', 'cGMP standards']}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
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, honest presentation, and transparent business information

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Professional healthcare-focused presentation with appropriate disclaimers

Ads Analysis

Ad Placement: Ads present but not obstructive to main content or user experience • User Experience Impact: Minimal impact on user experience, ads are appropriately placed

Recommendations

Improvements

- Add more specific scientific citations for product claims
- Include author attribution for content
- Provide more detailed product specifications

Strengths

- Strong brand authority and reputation
- Professional healthcare-focused approach
- Clear value proposition and call-to-action
- Good trust signals and transparency

47

https://www.charlottesweb.com/pages/clinic-store-locator

70

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:28

Scores at a Glance

65	PQ Score	80	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	80	Trust	60	Content Effort	50	Originality
70	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: To help users find physical retail locations and healthcare practitioners that carry Charlotte's Web products • Rating Justification: Functional store locator page that serves its purpose but lacks substantial content. The page is primarily a tool rather than informational content.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive contact and policy information, Healthcare professional integration, Transparent product testing • Key Weaknesses: Limited author information for content, Store locator functionality appears basic • Trust Evidence: Complete contact information, detailed policies, certificates of analysis, healthcare professional portal, established brand reputation • Expertise Evidence: Company demonstrates expertise through detailed product information, certificates of analysis, healthcare professional programs, and educational content • Experience Evidence: Charlotte's Web is an established CBD company with real-world experience in the industry, evidenced by their comprehensive product lines and retail presence • Authoritativeness Evidence: Well-known brand in CBD industry, certified B-Corp status, partnerships with healthcare professionals, comprehensive website with detailed policies

YMYL

Is YMYL Yes

Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: While this is primarily a store locator, it's for a CBD/health products company and mentions healthcare practitioners, making it health-adjacent • Potential Harm: Minimal direct harm from store locator functionality, but connection to health products requires some caution • Standards Required: Moderate standards due to health product context, though this specific page is primarily functional

Main Content

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

MC Analysis

Strengths: Clear purpose, Professional presentation, Integrated with overall site navigation • Weaknesses: Minimal content beyond the tool, Limited unique value-add • Mc Description: Store locator page with heading 'Care That Meets You Where You Are' and embedded store finder functionality

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High level of transparency with comprehensive policies, contact information, and business details • Trust Factors: Complete contact information, Detailed company policies, Professional website design, Established brand presence, Healthcare professional portal • Distrust Factors: No specific author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear purpose and straightforward functionality.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Standard store locator functionality for legitimate business.

Ads Analysis

Ad Placement: Promotional content for company's own products integrated appropriately • User Experience Impact: Minimal impact on user experience, promotional content is relevant and not obstructive

Recommendations

Improvements

- Add more detailed information about store types or services
- Include user reviews or ratings of locations
- Provide more context about practitioner qualifications

Strengths

- Strong brand trust and reputation
- Clear functionality and purpose
- Professional implementation
- Good site integration

48

https://www.charlottesweb.com/pages/contact

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:26

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

49

https://www.charlottesweb.com/pages/disclaimer

72

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

65	PQ Score	82	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	90	Trust	60	Content Effort	40	Originality
70	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: Legal disclaimer page to limit liability and provide legal protections for the company's website and services • Rating Justification: This is a standard legal disclaimer page that serves its purpose but provides minimal content. While professionally presented, it's a utility page with limited substantive information.

E-E-A-T

Overall	82
Experience	75
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Well-known CBD brand, Professional legal disclaimer, Comprehensive contact and company information, Industry authority in CBD space • Key Weaknesses: Limited author information on specific pages, Disclaimer content is minimal • Trust Evidence: Established company with contact information, about page, certificates of analysis, and professional disclaimer page showing legal compliance • Expertise Evidence: Company demonstrates expertise in CBD products with scientific backing mentioned in meta description and professional website structure • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence and customer base • Authoritativeness Evidence: Strong brand recognition in CBD industry, professional website with comprehensive product lines and educational content

YMYL

Is YMYL Yes

Category	health_safety
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Risk Level	clear_ymyl
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YMYL Analysis

Reasoning: This is a CBD/health products company disclaimer page. CBD products relate to health and wellness, making this YMYL content that requires high trust standards. • Potential Harm: Inadequate disclaimers for health products could mislead consumers about product safety or efficacy • Standards Required: High trust and accuracy standards required for health-related product disclaimers

Main Content

MC Quality	medium
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Purpose Clear	Yes
---------------	-----

Satisfying	Yes
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Title Quality	adequate
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Length Adequate	No
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MC Analysis

Strengths: Clear purpose, Professional presentation, Proper legal language • Weaknesses: Very short content, Limited scope for a health products company, Minimal detail compared to industry standards • Mc Description: Brief legal disclaimer limiting Charlotte's Web's liability for website information and services

Trust & Reputation

Trust Level	high
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Reputation Score	85
------------------	----

Has Contact Info	Yes
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Has Author Info	No
-----------------	----

Has About Info	Yes
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Reputation Sources	–
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Trust Analysis

Transparency: Good transparency with company information and legal disclaimers present • Trust Factors: Established CBD brand, Professional website design, Contact information available, About page present, Legal compliance evident • Distrust Factors: No specific author for disclaimer page

Creator

Creator Identified	Yes
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Creator Type	business
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Credentials	{}
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Reputation	positive
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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	Yes
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. Standard legal disclaimer language.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content viewing • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Expand disclaimer content to be more comprehensive for health products
- Add more specific legal protections relevant to CBD industry
- Consider adding author/legal team attribution

Strengths

- Professional presentation
- Clear purpose
- From established trustworthy company
- Proper legal compliance

50

https://www.charlottesweb.com/pages/dosage-guide

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:29

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

51

https://www.charlottesweb.com/pages/e-gift-card-terms-conditions

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:27

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

52

https://www.charlottesweb.com/pages/finding-the-right-sleep-gummy

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:28

Scores at a Glance

75	PQ Score	82	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	80	Trust	75	Content Effort	70	Originality
75	Skill	75	Accuracy	80	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To help users understand and choose between different CBD sleep gummy products offered by Charlotte's Web • Rating Justification: The page serves its commercial purpose well with clear product information and comparisons, but lacks the depth of expertise and scientific backing expected for health-related content. Good user experience but could be more comprehensive.

E-E-A-T

Overall	82
Experience	85
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product specifications, Clear differentiation between products, Professional presentation • Key Weaknesses: No identified content authors, Limited scientific citations, Could benefit from more expert credentials • Trust Evidence: Professional website with clear contact information, detailed product information, proper disclaimers, SSL security, and established brand presence. However, lacks specific author credentials and detailed scientific backing. • Expertise Evidence: Content shows expertise in CBD formulations with specific ingredient details (10mg CBD + 3mg melatonin), understanding of sleep science, and differentiation between products for different sleep needs. However, lacks detailed scientific citations or expert author credentials. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established product lines, detailed product descriptions showing deep understanding of sleep formulations, and specific dosage recommendations based on practical application. • Authoritativeness Evidence: Charlotte's Web is a well-known brand in the CBD industry, has professional website design, comprehensive product information, and appears to be a legitimate business with proper contact information and policies.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Content directly relates to health products (CBD and melatonin supplements) that could impact user health and sleep patterns. Sleep aids and supplements fall clearly into health and safety YMYL category. • Potential Harm: Incorrect information about sleep supplements could lead to inappropriate usage, interactions with medications, or inadequate treatment of sleep disorders. • Standards Required: High standards for accuracy, expert review, scientific backing, and clear disclaimers about health claims are required for this type of content.

Main Content

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

MC Analysis

Strengths: Clear product differentiation, Detailed ingredient information, Good visual presentation, Helpful comparison format • Weaknesses: Could include more scientific backing, Limited expert credentials, Could benefit from customer reviews or testimonials • Mc Description: Main content focuses on helping users choose between three different CBD sleep gummy products, with detailed descriptions of each product's ingredients, benefits, and intended use cases.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency about products and company information, though could improve with author credentials and more scientific backing • Trust Factors: Established brand, Professional website design, Clear contact information, Proper disclaimers, SSL security, Detailed policies • Distrust Factors: No specific author credentials, Limited scientific citations

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, honest product information, and transparent business practices.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate disclaimers present and content appears factual about product ingredients and intended uses.

Ads Analysis

Ad Placement: Ads appear to be integrated product promotions and related content, not obstructive to main content

- User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add expert author credentials or medical review
- Include more scientific citations for health claims
- Add customer reviews or testimonials
- Provide more detailed sourcing information for ingredients

Strengths

- Clear product differentiation
- Professional presentation
- Established brand trust
- Comprehensive product information
- Good user experience

53

https://www.charlottesweb.com/pages/first-responders-cbd-discount-program

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

75	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	70	Content Effort	75	Originality
75	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To inform first responders about a 40% discount program and provide details on eligibility and usage • Rating Justification: Page serves its purpose well with clear information about the first responder discount program, but content is relatively brief and could be more comprehensive

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional website design, Clear contact and policy information, Industry expertise demonstrated • Key Weaknesses: Limited author information for specific content, Could provide more detailed company background on this page • Trust Evidence: Strong trust indicators including contact information, about page, certificates of analysis, professional design, clear policies, and established business presence • Expertise Evidence: Company shows expertise in CBD industry with detailed product information, certificates of analysis, healthcare professional programs, and scientific backing claims • Experience Evidence: Charlotte's Web demonstrates experience through their established brand presence, comprehensive product offerings, and specific program for first responders showing understanding of customer needs • Authoritativeness Evidence: Well-established brand with professional website, comprehensive contact information, retail partnerships, B-Corp certification, and extensive product range

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page promotes CBD products which are health-related substances that can affect physical and mental health • Potential Harm: Misinformation about CBD products could lead to inappropriate usage or health decisions • Standards Required: High standards for accuracy, expertise, and trustworthiness required for health-related product information

Main Content

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

MC Analysis

Strengths: Clear program details, FAQ section addresses common questions, Professional presentation • Weaknesses: Relatively brief content, Could provide more detailed program benefits • Mc Description: Main content provides clear information about a 40% discount program for first responders, including eligibility, usage instructions, and FAQ section

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear program terms, contact information, and company policies • Trust Factors: Professional website design, Clear contact information, Established brand, Comprehensive policies, B-Corp certification mentioned • Distrust Factors: No specific author attribution for page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': "Charlotte's Web", 'industry': 'CBD products', 'certifications': 'B-Corp certified'}
Reputation	positive

Quality Flags

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

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Page clearly states its purpose and provides accurate program information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Page provides legitimate discount program information.

Ads Analysis

Ad Placement: Ads appear to be integrated product promotions which are appropriate for an e-commerce site • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more detailed program benefits and testimonials
- Include author attribution for content
- Expand FAQ section with more comprehensive information

Strengths

- Clear program information
- Professional presentation
- Strong brand trust signals
- Good user experience

54

<https://www.charlottesweb.com/pages/focus-attention-quiz>

65

Confidence: 0.8

Needs Work

Analysed: 04 Apr 2026 00:28

Scores at a Glance

60	PQ Score	80	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	80	Trust	40	Content Effort	50	Originality
70	Skill	75	Accuracy	80	Reputation		

Page Quality

PQ Rating medium

PQ Score 60

PQ Analysis

Meets Purpose: True • Purpose Description: To provide a focus and attention quiz for users, likely to recommend relevant CBD products • Rating Justification: The page serves a clear purpose as a quiz landing page but has very minimal content. While the overall site shows quality, this specific page lacks substantial content and appears to be primarily a gateway to an embedded quiz form.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand with market authority, Comprehensive contact and policy information, Professional website structure, B-Corp certification mentioned • Key Weaknesses: Quiz page has minimal content, No clear author information for this specific page, Limited specific expertise demonstration on this page • Trust Evidence: Complete contact information, detailed policies (refund, shipping, privacy), certificates of analysis mentioned, professional design, secure checkout process • Expertise Evidence: Company shows expertise through product formulations, scientific backing claims, and comprehensive product categories. Has structured data and professional website architecture • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence and customer base, demonstrating practical experience in the industry • Authoritativeness Evidence: Strong brand recognition in CBD space, comprehensive contact information, detailed policies, certified B-Corp status mentioned, professional website structure

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a health-related quiz about focus and attention, which could influence health decisions. CBD products are health/wellness related and require careful consideration of claims and recommendations. • Potential Harm: Could potentially influence health decisions or product choices without proper medical guidance • Standards Required: High standards for health claims, medical accuracy, and responsible recommendations required

Main Content

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

MC Analysis

Strengths: Clear purpose, Professional presentation, Functional quiz implementation • Weaknesses: Extremely limited content, No explanatory information about the quiz, No context or educational value, Very low word count (198 words) • Mc Description: Very minimal main content - essentially just a heading and an embedded quiz form with little explanatory text

Trust & Reputation

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

Trust Analysis

Transparency: Good overall transparency with policies and contact information, though this specific page lacks detailed information • Trust Factors: Comprehensive contact information, Detailed policies and legal pages, Professional design, Secure site with proper certificates, Established brand presence • Distrust Factors: No specific author information for this page, Minimal content transparency

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No apparent harmful content, though the health-related nature requires careful consideration

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main content • User Experience Impact: Minimal impact on user experience

Recommendations

Critical Issues

- Extremely minimal content for a standalone page
- Lack of educational value beyond the quiz function

Improvements

- Add explanatory content about the quiz purpose and benefits
- Include educational information about focus and attention
- Add author/expert credentials for health-related content
- Provide more context about how quiz results are used
- Include relevant disclaimers for health-related assessments

Strengths

- Strong brand trust and authority
- Professional website implementation
- Clear functional purpose
- Good technical execution

55

https://www.charlottesweb.com/pages/focus-attention-quiz-1

15

Confidence: 0.9

Needs Work

Analysed: 04 Apr 2026 00:28

Scores at a Glance

15	PQ Score	18	E-E-A-T Overall	20	Experience	15	Expertise
25	Authoritativeness	10	Trust	10	Content Effort	20	Originality
15	Skill	30	Accuracy	40	Reputation		

Page Quality

PQ Rating	lowest
PQ Score	15

PQ Analysis

Meets Purpose: False • Purpose Description: Intended to be a focus and attention quiz but fails to provide functional quiz content • Rating Justification: Page appears broken with UUID in meta description, minimal actual content (193 words), and fails to deliver the promised quiz functionality

E-E-A-T

Overall	18
Experience	20
Expertise	15
Authoritativeness	25
Trust	10

E-E-A-T Analysis

Key Strengths: Established brand name, Has contact and about page information • Key Weaknesses: No visible quiz content, Broken meta description, No author information, No medical credentials, Technical implementation issues • Trust Evidence: Broken meta description (UUID), minimal content, appears to be a technical error page rather than functional quiz • Expertise Evidence: No author credentials, medical expertise, or scientific backing visible for the quiz content • Experience Evidence: No clear evidence of practical experience with focus/attention issues or CBD usage • Authoritativeness Evidence: Charlotte's Web is a known CBD brand, but no authoritative medical or scientific endorsement for this specific quiz

YMYL

Is YMYL	Yes
Category	health_safety

Risk Level clear_ymyl

YMYL Analysis

Reasoning: Focus and attention issues relate to mental health and cognitive function, making this health-related YMYL content • Potential Harm: Could mislead users about their cognitive health or inappropriately recommend CBD products for medical conditions • Standards Required: Requires medical expertise, scientific backing, and clear disclaimers about not replacing professional medical advice

Main Content

MC Quality lowest

Purpose Clear No

Satisfying No

Title Quality misleading

Length Adequate No

MC Analysis

Strengths: Clear page title indicating purpose • Weaknesses: No actual quiz content, Broken meta description, Technical implementation failures, Extremely short content, Misleading title vs. actual content • Mc Description: Page promises a focus and attention quiz but delivers only technical code and broken elements with no functional quiz content

Trust & Reputation

Trust Level low

Reputation Score 40

Has Contact Info Yes

Has Author Info No

Has About Info Yes

Reputation Sources -

Trust Analysis

Transparency: Poor - broken elements and missing functionality reduce transparency about actual page purpose • Trust Factors: Established CBD brand, Has contact information, Has about page • Distrust Factors: Broken meta description with UUID, Non-functional quiz, No author credentials, Technical implementation issues

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

Spam Analysis

Confidence: medium • Spam Indicators: Minimal content, Broken functionality, Technical errors

Deception Analysis

Severity: moderate • Deception Details: Page title promises a functional quiz but delivers broken technical implementation with no actual quiz content

Harm Analysis

Severity: medium • Harm Details: Misleading users seeking legitimate health assessment tools, potentially delaying proper medical consultation for attention/focus issues

Ads Analysis

Ad Placement: Standard e-commerce site advertising for own products • User Experience Impact: Minimal impact from ads, main issue is broken page functionality

Recommendations

Critical Issues

- Non-functional quiz despite page title
- Broken meta description with UUID
- Lack of medical expertise for health-related content

Improvements

- Fix broken meta description
- Implement actual functional quiz content
- Add medical disclaimers
- Include author credentials or medical review
- Improve technical implementation

Strengths

- Established brand recognition

- Has basic contact and about information
- Clear page title indicating purpose

56

https://www.charlottesweb.com/pages/frequently-asked-questions



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:27

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

57

https://www.charlottesweb.com/pages/functional-mushrooms-benefits

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

58

https://www.charlottesweb.com/pages/health-care-practitioner-affiliate-sign-up

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

59

https://www.charlottesweb.com/pages/holiday-gift-guide

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:27

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

60

https://www.charlottesweb.com/pages/impact

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
90	Authoritativeness	85	Trust	85	Content Effort	90	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To showcase Charlotte's Web's community partnerships and social impact initiatives, demonstrating their commitment to using business as a force for good. • Rating Justification: The page effectively communicates Charlotte's Web's community impact and partnerships. Content is well-organized, informative, and serves its purpose of showcasing the company's social responsibility initiatives.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 90

Trust 85

E-E-A-T Analysis

Key Strengths: B Corporation certification, Established partnerships with reputable organizations, Clear contact and policy information, Research-backed approach • Key Weaknesses: No specific author information for page content, Could provide more detailed scientific credentials • Trust Evidence: Multiple trust signals including B Corp certification, established partnerships, contact information, about page, certificates of analysis, and professional website design with clear policies. • Expertise Evidence: The company displays expertise in CBD and hemp products with mentions of scientific backing, research partnerships, and specific product formulations. They reference partnerships with research organizations like Realm of Caring. • Experience Evidence: Charlotte's Web demonstrates extensive experience through their partnerships with veteran organizations, first responder groups, and research institutions. They show practical application of their products in real-world scenarios. • Authoritativeness Evidence: Strong authoritativeness shown through B Corporation certification, partnerships with established organizations like High Fives Foundation and Adaptive Training Foundation, and presence in retail locations.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: While this specific page focuses on partnerships and community impact rather than direct health claims, Charlotte's Web is a CBD company and the page mentions health-related applications and partnerships with organizations supporting recovery and wellness. • Potential Harm: Minimal direct harm potential as the page focuses on partnerships rather than medical advice, but association with CBD products places it in health-adjacent category. • Standards Required: Higher standards for accuracy and trustworthiness due to connection to health and wellness products.

Main Content

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

MC Analysis

Strengths: Clear organization by partnership categories, Detailed partner descriptions, Professional presentation, Good use of visual elements • Weaknesses: Could include more specific impact metrics, Limited author attribution for content • Mc Description: Main content effectively presents Charlotte's Web's community partnerships across three main areas: performance/recovery/resilience, research/advocacy, and business as a force for good. Each section includes detailed partner descriptions with clear calls to action.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes

Reputation Sources B Corporation certification • Established partnerships • Professional website

Trust Analysis

Transparency: Good transparency through partnership details, company information, and clear policies, though could be enhanced with author attribution. • Trust Factors: B Corporation certification, Clear contact information, Professional website design, Established partnerships with reputable organizations, Certificates of analysis mentioned • Distrust Factors: No specific author information for page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'b_corp_certified': True, 'industry_experience': True, 'established_partnerships': True}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Page clearly presents company partnerships and social impact initiatives.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page promotes positive community initiatives and partnerships.

Ads Analysis

Ad Placement: Ads appear to be present based on structured data but are not obstructive to the main content experience. • User Experience Impact: Minimal impact on user experience, ads do not interfere with main content consumption.

Recommendations

Improvements

- Add specific impact metrics and outcomes from partnerships
- Include author attribution for content
- Provide more detailed scientific credentials

Strengths

- B Corporation certification adds significant credibility
- Well-organized presentation of partnerships
- Professional design and user experience
- Clear demonstration of social responsibility

61

https://www.charlottesweb.com/pages/learn

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:27

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

62

https://www.charlottesweb.com/pages/legal-notice

70

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

65	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	60	Content Effort	50	Originality
70	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: To provide legal notices regarding email communications and product disclaimers for Charlotte's Web • Rating Justification: This is a functional legal notice page that serves its basic purpose but has minimal content and limited value beyond basic legal compliance

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Professional legal notice content, Comprehensive contact and business information, Established brand with clear business operations • Key Weaknesses: No author attribution for legal content, Limited specific expertise credentials displayed • Trust Evidence: Multiple trust signals including contact information, about page, professional design, SSL security, comprehensive legal notices, and established business operations • Expertise Evidence: The site demonstrates expertise through professional legal disclaimers, proper regulatory compliance statements, and comprehensive product information architecture • Experience Evidence: Charlotte's Web is an established CBD company with clear operational experience in the industry, evidenced by their comprehensive product lines and professional website infrastructure • Authoritativeness Evidence: Strong brand presence with professional website design, comprehensive contact information, multiple business verification elements, and established e-commerce infrastructure

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Contains health-related disclaimers about CBD products and medical claims, which falls under health and safety YMYL category • Potential Harm: Minimal direct harm as this is a legal disclaimer page, but relates to health products that could impact user safety if misunderstood • Standards Required: Higher standards for accuracy and trustworthiness due to health product context

Main Content

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

MC Analysis

Strengths: Clear purpose, Appropriate legal language, Proper disclaimers • Weaknesses: Very minimal content, Limited value beyond compliance • Mc Description: Brief legal notice covering email communication confidentiality and product disclaimer statements

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear business information and legal notices • Trust Factors: Professional website design, Comprehensive contact information, Proper legal disclaimers, Established business presence, SSL security • Distrust Factors: No author attribution for legal content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified - contains appropriate legal disclaimers and warnings

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main legal content • User Experience Impact: Minimal impact on user experience for this type of page

Recommendations

Improvements

- Add author attribution for legal content
- Consider expanding with more comprehensive legal information
- Enhance content value while maintaining compliance focus

Strengths

- Clear legal disclaimers
- Professional presentation
- Strong business trust signals
- Appropriate health product warnings

63

https://www.charlottesweb.com/pages/locator-registration-form

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:28

Scores at a Glance

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

Page Quality

PQ Rating	medium_plus
PQ Score	75

PQ Analysis

Meets Purpose: True • Purpose Description: To allow retail stores to register for inclusion in Charlotte's Web's store locator system • Rating Justification: The page serves a clear business purpose for store locator registration but has minimal content. The functionality appears professional and the brand is established.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional website design, Clear business purpose, Transparent contact information • Key Weaknesses: Limited content on this specific page, Form functionality appears to be third-party integrated • Trust Evidence: Professional website with contact information, about page, certificates of analysis, and established business credentials • Expertise Evidence: The company demonstrates expertise in CBD products and retail distribution, with professional website design and clear business processes • Experience Evidence: Charlotte's Web is an established CBD company with real-world experience in the industry, offering a store locator registration form for retailers • Authoritativeness Evidence: Charlotte's Web is a well-known brand in the CBD industry with established retail partnerships and professional online presence

YMYL

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

Category	none
Risk Level	not_yml

YMYL Analysis

Reasoning: This is a business registration form for store locator services, not providing health, financial, or safety advice • Potential Harm: Minimal - this is a standard business registration process • Standards Required: Standard business website quality standards apply

Main Content

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

MC Analysis

Strengths: Clear purpose, Professional presentation, Easy to understand • Weaknesses: Minimal content, Heavy reliance on third-party form integration • Mc Description: A store locator registration form for retailers wanting to be included in Charlotte's Web's store finder

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with clear business purpose and contact information • Trust Factors: Established brand, Professional website, Contact information available, About page present, SSL security • Distrust Factors: Limited content on this specific page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified - clear business purpose and transparent design

Harm Analysis

Severity: none • Harm Details: No harmful content identified - standard business registration form

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add more descriptive content about the registration process
- Include benefits of being listed in the store locator
- Provide clearer instructions for form completion

Strengths

- Clear business purpose
- Professional brand presentation
- Functional form integration
- Established company reputation

64

<https://www.charlottesweb.com/pages/loyalty>

82

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	80	Originality
85	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To inform customers about Charlotte's Web's loyalty program benefits, earning methods, redemption options, and encourage program enrollment • Rating Justification: Well-designed loyalty program page with clear purpose, professional execution, and comprehensive information. Meets user needs effectively with good user experience.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand with professional presentation, Comprehensive contact and policy information, B-Corp certification adds credibility, Clear business transparency • Key Weaknesses: Limited expert author information on this specific page, Could benefit from more prominent expertise credentials • Trust Evidence: High trust indicators including complete contact information, detailed policies, professional presentation, secure payment options, and transparent business practices • Expertise Evidence: Company shows CBD expertise through product formulations, educational content references, and professional practitioner programs. However, specific expert credentials not prominently displayed on this page • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD industry with established brand presence, comprehensive product lines, and detailed loyalty program structure indicating operational maturity • Authoritativeness Evidence: Strong brand authority evidenced by comprehensive website structure, professional design, B-Corp certification, retail partnerships, and established customer programs

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: While this is primarily a loyalty program page, Charlotte's Web sells CBD products which are health-related supplements that could impact user wellbeing • Potential Harm: Minimal direct harm from loyalty program information, but company sells health products requiring appropriate standards • Standards Required: Higher standards for health product companies regarding transparency, credentials, and responsible marketing

Main Content

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

MC Analysis

Strengths: Clear program structure, Comprehensive information, Good visual design, Effective user journey • Weaknesses: Could benefit from more specific terms and conditions, Some technical elements in source code • Mc Description: Comprehensive loyalty program page explaining earning methods, redemption options, VIP tiers, referral program, and FAQs with clear calls-to-action

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear business information, policies, and program details • Trust Factors: Complete contact information, Professional website design, Clear policies and terms, B-Corp certification, Established brand presence • Distrust Factors: No specific author information for page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'business_name': 'Charlotte's Web', 'certifications': ['B-Corp certified'], 'industry_standing': 'Established CBD company'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Page clearly presents loyalty program information with transparent terms.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Loyalty program information appears straightforward and beneficial to customers.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content for company's own products, which is appropriate for a commercial website • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add specific author/expert credentials for content
- Include more detailed terms and conditions
- Consider adding customer testimonials for social proof

Strengths

- Professional design and user experience
- Comprehensive program information
- Strong trust signals and transparency

- Clear value proposition for customers

65

https://www.charlottesweb.com/pages/mushroom-quiz

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:27

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

66

https://www.charlottesweb.com/pages/mushroom-quiz-1

30

Confidence: 0.8

Needs Work

Analysed: 04 Apr 2026 00:28

Scores at a Glance

25	PQ Score	48	E-E-A-T Overall	15	Experience	20	Expertise
75	Authoritativeness	80	Trust	10	Content Effort	20	Originality
15	Skill	60	Accuracy	80	Reputation		

Page Quality

PQ Rating	low
PQ Score	25

PQ Analysis

Meets Purpose: False • Purpose Description: Appears to be intended as a mushroom quiz but lacks substantial content or clear functionality • Rating Justification: Page has extremely minimal main content (193 words mostly code), unclear purpose, and fails to provide meaningful value to users seeking mushroom information

E-E-A-T

Overall	48
Experience	15
Expertise	20
Authoritativeness	75
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Proper business credentials, Secure website infrastructure • Key Weaknesses: Minimal actual content, No demonstrated mushroom expertise, Lack of educational value • Trust Evidence: Legitimate business with contact information, about page, privacy policy, SSL certificate, and established brand reputation in CBD industry • Expertise Evidence: Limited expertise demonstrated - page appears to be a basic quiz interface without detailed mushroom knowledge or educational content • Experience Evidence: No evidence of first-hand experience with mushroom products or expertise in mycology/functional mushrooms • Authoritativeness Evidence: Charlotte's Web is an established CBD brand with strong domain authority, proper business credentials, and legitimate e-commerce presence

YMYL

Is YMYL	Yes
---------	-----

Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Mushroom products can have health implications and the page is from a supplement/wellness company, making it potentially YMYL • Potential Harm: Misinformation about functional mushrooms could impact health decisions • Standards Required: Higher standards for accuracy, expertise, and medical disclaimers required for health-related content

Main Content

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

MC Analysis

Strengths: Clean technical implementation, Proper meta description structure • Weaknesses: Extremely low word count, No substantial educational content, Unclear page purpose, Poor user value • Mc Description: Page contains minimal main content, mostly consisting of code, scripts, and technical elements rather than meaningful information about mushrooms

Trust & Reputation

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

Trust Analysis

Transparency: Good business transparency with proper policies and contact information • Trust Factors: Established CBD brand, Proper SSL certificate, Contact information available, Privacy policy present, Legitimate business credentials • Distrust Factors: No author information, Minimal content raises questions about page purpose

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

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

Spam Analysis

Confidence: medium • Spam Indicators: Minimal content, Low effort

Deception Analysis

Severity: minor • Deception Details: Main content is obstructed by technical elements and lack of substantial information

Harm Analysis

Severity: none • Harm Details: No harmful content identified, though lack of substantial content limits assessment

Ads Analysis

Ad Placement: Standard e-commerce promotional elements present but not obstructive • User Experience Impact: Minimal impact on user experience

Recommendations

Critical Issues

- Minimal main content
- Unclear page purpose
- Lack of educational value

Improvements

- Add substantial educational content about functional mushrooms
- Create a clear, functional quiz interface
- Include expert information about mushroom benefits and usage
- Add author credentials for health-related content

Strengths

- Established brand trust

- Proper technical implementation
- Good business transparency

67

https://www.charlottesweb.com/pages/mycwroutine-sweepstakes

78

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

75	PQ Score	83	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	70	Originality
80	Skill	90	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide official terms and conditions for Charlotte's Web's #MyCWRoutine sweepstakes promotion • Rating Justification: Well-structured legal document with clear purpose and comprehensive information, though primarily functional rather than informative content

E-E-A-T

Overall	83
Experience	75
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Comprehensive legal documentation, Professional presentation, Clear contact information, Established brand presence • Key Weaknesses: No author attribution for content, Limited expertise demonstration in sweepstakes content itself • Trust Evidence: Complete contact information, detailed privacy policy, professional legal terms, established business address • Expertise Evidence: Company demonstrates expertise in CBD products and legal compliance, with detailed terms and conditions showing understanding of sweepstakes law • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence and customer base • Authoritativeness Evidence: Established brand with trademark mentions, professional website structure, comprehensive legal documentation

YMYL

Is YMYL No

Category	none
Risk Level	not_ymyl

YMYL Analysis

Reasoning: Sweepstakes terms and conditions do not directly impact health, financial security, or safety in a significant way • Potential Harm: Minimal - mainly relates to contest participation rules • Standards Required: Standard business/legal content standards apply

Main Content

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

MC Analysis

Strengths: Comprehensive coverage, Clear structure, Professional presentation, Complete legal information • Weaknesses: Dense legal text, No visual elements to break up content • Mc Description: Detailed official terms and conditions for Charlotte's Web #MyCWRoutine sweepstakes including eligibility, entry methods, prizes, and legal requirements

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	-

Trust Analysis

Transparency: High transparency with detailed terms, contact information, and legal compliance • Trust Factors: Complete contact information, Professional legal documentation, Established business address, Privacy policy links, Trademark usage • Distrust Factors: No author attribution

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified - clear, honest presentation of sweepstakes terms

Harm Analysis

Severity: none • Harm Details: No harmful content identified - standard legal terms for legitimate business promotion

Ads Analysis

Ad Placement: Standard website navigation and promotional elements, not obstructive to main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add author attribution for content
- Include visual elements to improve readability
- Add FAQ section for common questions

Strengths

- Comprehensive legal coverage
- High trust indicators
- Professional presentation
- Clear contact information

68

https://www.charlottesweb.com/pages/nurses-cbd-discount-program



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:26

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

69

<https://www.charlottesweb.com/pages/privacy-policy>

82

Confidence: 0.9

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

80	PQ Score	83	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	70	Originality
85	Skill	90	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: To inform users about Charlotte's Web's privacy practices and data handling policies • Rating Justification: Well-structured privacy policy that comprehensively covers data collection, usage, sharing, and user rights with clear organization and professional presentation

E-E-A-T

Overall 83

Experience 75

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Comprehensive legal coverage, Clear contact information, Professional presentation, Regulatory compliance • Key Weaknesses: No author attribution for policy, Generic legal language in places • Trust Evidence: Detailed privacy policy with specific contact information, clear data handling practices, compliance with multiple state laws, and transparent business operations • Expertise Evidence: Privacy policy demonstrates legal expertise with comprehensive coverage of data protection laws, state privacy rights, and regulatory compliance • Experience Evidence: Charlotte's Web is an established CBD company with clear business operations and customer service infrastructure • Authoritativeness Evidence: Well-established company with professional website, clear contact information, and comprehensive legal documentation

YMYL

Is YMYL No

Category	other
Risk Level	not_yml

YMYL Analysis

Reasoning: Privacy policy is informational legal content that doesn't directly impact health, safety, financial security, or civic decisions • Potential Harm: Minimal - primarily informational about data practices • Standards Required: Standard legal accuracy and transparency requirements

Main Content

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

MC Analysis

Strengths: Clear section organization, Comprehensive coverage, Specific contact information, State-specific rights coverage • Weaknesses: Dense legal language, No visual breaks or formatting aids • Mc Description: Comprehensive privacy policy covering data collection, usage, sharing, user rights, security measures, and legal compliance

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High transparency with detailed data practices and clear contact methods • Trust Factors: Specific contact information provided, Professional website design, Comprehensive legal documentation, Clear business operations • Distrust Factors: No specific author attribution for policy

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none
Copied Content	No

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified - clear purpose and transparent information

Harm Analysis

Severity: none • Harm Details: No harmful content identified - standard privacy policy information

Ads Analysis

Ad Placement: Ads present but do not interfere with main content readability • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add visual formatting to break up dense text
- Consider adding a summary section for key points
- Include author/legal team attribution

Strengths

- Comprehensive legal coverage
- Clear contact information
- Professional presentation
- Good organization and structure

70

https://www.charlottesweb.com/pages/product-finder-quiz

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:28

Scores at a Glance

65	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	70	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: To help users find appropriate CBD products through an interactive quiz • Rating Justification: The page serves a clear purpose as a product finder quiz but has minimal visible main content. The overall site quality is high but this specific page appears to be primarily functional rather than informational.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established CBD brand, Complete business information, Professional website design, Clear product focus • Key Weaknesses: Limited main content on this specific page, Quiz functionality not fully visible in extracted content • Trust Evidence: Complete contact information, about page, clear policies, SSL security, professional design, and established business presence • Expertise Evidence: Company demonstrates expertise in CBD products with detailed product information, certificates of analysis, and healthcare professional resources • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience and customer-focused tools like the product finder quiz • Authoritativeness Evidence: Established brand with retail partnerships, B-Corp certification, and comprehensive website with proper business information

YMYL

Is YMYL Yes

Category	health_safety
----------	---------------

Risk Level	clear_ymyl
------------	------------

YMYL Analysis

Reasoning: CBD products are health-related supplements that can affect user wellbeing and safety • Potential Harm: Inappropriate CBD product selection could affect health outcomes • Standards Required: High standards for accuracy, expertise, and trustworthiness required for health-related product recommendations

Main Content

MC Quality	medium
------------	--------

Purpose Clear	Yes
---------------	-----

Satisfying	Yes
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Title Quality	good
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Length Adequate	No
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MC Analysis

Strengths: Clear page purpose, Professional design, Part of comprehensive website • Weaknesses: Very limited main content visible, Low word count, Mostly technical/code content in extraction • Mc Description: Product finder quiz page with minimal visible text content but clear functional purpose

Trust & Reputation

Trust Level	high
-------------	------

Reputation Score	85
------------------	----

Has Contact Info	Yes
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Has Author Info	No
-----------------	----

Has About Info	Yes
----------------	-----

Reputation Sources	–
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Trust Analysis

Transparency: Good transparency with business information and policies clearly available • Trust Factors: Complete contact information, About page present, Professional design, Established business, Clear policies • Distrust Factors: No specific author information for this page

Creator

Creator Identified	Yes
--------------------	-----

Creator Type	business
--------------	----------

Credentials	{}
-------------	----

Reputation	positive
------------	----------

Quality Flags

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

Spam Type	none
-----------	------

Copied Content	No
----------------	----

AI Generated	No
--------------	----

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear business purpose and transparent design.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Appears to be a legitimate business tool for product selection.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more descriptive content about the quiz purpose and benefits
- Include more visible main content explaining how the quiz works
- Consider adding author/expert information for health-related recommendations

Strengths

- Established trustworthy business
- Clear functional purpose
- Professional website design
- Complete business information and policies

71

https://www.charlottesweb.com/pages/promotional-offers

80

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: To inform customers about various promotional discount programs, policies, and savings opportunities available from Charlotte's Web • Rating Justification: The page effectively serves its purpose of explaining promotional offers with comprehensive, well-organized information. Content is detailed, helpful, and professionally presented, though it's primarily informational rather than demonstrating deep expertise.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Transparent promotional policies, Comprehensive customer service information, Clear terms and conditions, Professional presentation • Key Weaknesses: No author attribution for policy content, Limited expertise demonstration specific to CBD products on this page • Trust Evidence: Strong trust indicators include transparent promotional policies, clear terms and conditions, comprehensive contact information, detailed shipping and return policies, and professional website design with security features. • Expertise Evidence: The page shows expertise in e-commerce and CBD business operations with detailed explanations of various discount types, clear policy explanations, and sophisticated customer retention programs. However, lacks specific CBD product expertise on this particular page. • Experience Evidence: Charlotte's Web demonstrates extensive experience as a CBD company with detailed promotional policies, comprehensive customer programs, and established business practices including loyalty rewards, subscription services, and bundle offerings. • Authoritativeness Evidence: Charlotte's Web is a well-known CBD brand with established market presence. The page includes comprehensive contact information, detailed policies, and professional presentation indicating authoritative business operations.

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

YMYL Analysis

Reasoning: This page focuses on promotional offers and discount policies rather than health advice, medical claims, or financial guidance. While the company sells CBD products, this specific page is about commercial promotions. • Potential Harm: Minimal - primarily commercial information about discounts and policies • Standards Required: Standard commercial content standards apply

Main Content

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

MC Analysis

Strengths: Comprehensive coverage, Clear organization, Detailed explanations, Helpful for customers • Weaknesses: Somewhat lengthy, Could benefit from visual elements, No author attribution • Mc Description: Comprehensive explanation of Charlotte's Web's promotional offers including first-time buyer discounts, bundle savings, subscription programs, loyalty rewards, and policy exclusions. Well-organized with clear sections for different types of promotions.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	-

Trust Analysis

Transparency: High transparency in promotional policies and terms with clear explanations of exclusions and conditions • Trust Factors: Comprehensive contact information, Detailed policies, Professional presentation, Transparent terms, Established brand presence • Distrust Factors: No author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Page clearly states its purpose and provides transparent information about promotional policies.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page provides transparent information about promotional policies and terms.

Ads Analysis

Ad Placement: Ads appear to be present based on technical indicators but do not obstruct the main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add author attribution for policy content
- Include visual elements to break up text
- Consider adding FAQ section for common promotional questions

Strengths

- Comprehensive promotional information
- Clear organization and structure
- Transparent policies and terms
- Professional presentation

72

https://www.charlottesweb.com/pages/redeem

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

73

https://www.charlottesweb.com/pages/return-policy

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:26

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

74

<https://www.charlottesweb.com/pages/reviews>

65

Confidence: 0.8

Needs Work

Analysed: 04 Apr 2026 00:28

Scores at a Glance

60	PQ Score	80	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	80	Trust	40	Content Effort	30	Originality
70	Skill	75	Accuracy	80	Reputation		

Page Quality

PQ Rating medium

PQ Score 60

PQ Analysis

Meets Purpose: True • Purpose Description: To display customer reviews for Charlotte's Web CBD products through embedded review widgets • Rating Justification: This is a reviews page that appears to be primarily a container for third-party review widgets. The page has minimal main content beyond navigation and widget placeholders.

E-E-A-T

Overall 80

Experience 75

Expertise 80

Authoritativeness 85

Trust 80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional website design, Comprehensive contact and company information • Key Weaknesses: Limited visible expert credentials on this specific page, Reviews page has minimal actual content • Trust Evidence: Has contact information, about page, professional website design, SSL security, and appears to be legitimate business • Expertise Evidence: Company claims products are 'formulated by experts and backed by science' though specific expert credentials not visible on this page • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence and customer reviews • Authoritativeness Evidence: Established brand with comprehensive website, professional design, contact information, and various certifications mentioned

YMYL

Is YMYL Yes

Category	health_safety
----------	---------------

Risk Level	clear_ymyl
------------	------------

YMYL Analysis

Reasoning: This is a CBD/health supplement company website. CBD products can affect health and wellness, making this clearly YMYL content • Potential Harm: Misleading health claims or poor quality CBD products could impact user health and safety • Standards Required: High standards for medical accuracy, product safety information, and transparent business practices

Main Content

MC Quality	low
------------	-----

Purpose Clear	Yes
---------------	-----

Satisfying	No
------------	----

Title Quality	adequate
---------------	----------

Length Adequate	No
-----------------	----

MC Analysis

Strengths: Clear purpose as reviews page, Professional design • Weaknesses: Very minimal actual content, Mostly technical code and widget containers, Low word count • Mc Description: The main content is primarily embedded review widgets with very little visible text content (194 words)

Trust & Reputation

Trust Level	high
-------------	------

Reputation Score	80
------------------	----

Has Contact Info	Yes
------------------	-----

Has Author Info	No
-----------------	----

Has About Info	Yes
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Reputation Sources	–
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Trust Analysis

Transparency: Good - company information and contact details are available • Trust Factors: Professional website design, Contact information available, About page exists, SSL security, Established business • Distrust Factors: Limited content on this specific page

Creator

Creator Identified	Yes
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Creator Type	business
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Credentials	{}
-------------	----

Reputation	positive
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Quality Flags

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

Spam Type	none
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Copied Content	No
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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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No evidence of deceptive practices

Harm Analysis

Severity: none • Harm Details: No evidence of harmful content on this specific page

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Critical Issues

- Very low content volume for main content

Improvements

- Add more substantial content about the review process
- Include summary statistics or highlights from reviews
- Add more descriptive text about the company's commitment to customer feedback

Strengths

- Professional website design
- Established business reputation
- Clear purpose and functionality

75

https://www.charlottesweb.com/pages/share-your-story

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:28

Scores at a Glance

72	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	80	Content Effort	85	Originality
75	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: To collect video testimonials from CBD users to advocate against proposed hemp ban legislation • Rating Justification: The page serves its advocacy purpose well with clear instructions and professional presentation, but lacks some depth in content and author expertise

E-E-A-T

Overall	78
Experience	75
Expertise	70
Authoritativeness	80
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Clear advocacy purpose, Professional presentation, Transparent about data usage • Key Weaknesses: No specific author identified for this page, Limited credentials shown for political advocacy expertise • Trust Evidence: Established brand with contact information, about page, certificates of analysis, and professional website design with clear policies • Expertise Evidence: The page shows expertise in CBD advocacy and political engagement, with structured guidance for creating testimonials and understanding legislative issues • Experience Evidence: Charlotte's Web is an established CBD company with clear experience in the industry, demonstrated through their comprehensive product line and educational content • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry with B-Corp certification mentioned on site, lending authority to their advocacy efforts

YMYL

Is YMYL Yes

Category	society
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The page deals with political advocacy and legislative issues that could impact public policy and individual access to CBD products • Potential Harm: Misinformation about legislative processes or CBD benefits could mislead users about important civic and health matters • Standards Required: Higher standards for accuracy in political claims and transparency about advocacy goals

Main Content

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

MC Analysis

Strengths: Clear call to action, Detailed preparation instructions, Professional video collection tool, Transparent about data usage • Weaknesses: Limited background information on specific legislation, No author credentials for political advocacy, Could benefit from more legislative context • Mc Description: Advocacy page requesting video testimonials from CBD users to oppose proposed hemp ban legislation, with instructions and video collection interface

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency about data collection and usage, clear about advocacy purpose • Trust Factors: Established brand, Contact information available, Clear privacy disclosure, Professional website design, B-Corp certification mentioned • Distrust Factors: No specific author identified, Limited verification of political claims

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Purpose is clearly stated as advocacy.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page is transparent about its advocacy purpose and data collection.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add more specific legislative context and citations
- Include author credentials for political advocacy content
- Provide more background on the specific hemp ban legislation

Strengths

- Clear advocacy purpose
- Professional presentation
- Good user experience
- Transparent data practices
- Established brand trust

76

<https://www.charlottesweb.com/pages/share-your-story-terms-conditions>

78

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

75	PQ Score	83	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	90	Trust	80	Content Effort	70	Originality
85	Skill	90	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide legal terms and conditions for customers who wish to share testimonials, ensuring proper consent for use of their stories, images, and personal information • Rating Justification: This is a functional legal document that serves its intended purpose well. While not engaging content, it provides necessary legal protections and clear consent terms for testimonial collection.

E-E-A-T

Overall	83
Experience	75
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Professional legal documentation, Transparent consent process, Established brand authority, Clear contact information • Key Weaknesses: No author attribution for legal content, Could benefit from legal review date • Trust Evidence: Clear legal documentation, transparent terms, comprehensive contact information, professional presentation, and established brand reputation in regulated industry • Expertise Evidence: The legal terms demonstrate understanding of testimonial law, intellectual property rights, and consumer protection regulations. Professional legal language and comprehensive coverage of rights and permissions • Experience Evidence: Charlotte's Web is a well-established CBD company with direct experience in the industry, evidenced by their comprehensive product lines and customer testimonial collection process • Authoritativeness Evidence: Charlotte's Web is a recognized leader in the CBD industry with B-Corp certification, established brand presence, and professional website infrastructure

YMYL

Is YMYL	No
Category	none
Risk Level	not_ymyl

YMYL Analysis

Reasoning: This is a legal terms page for testimonial consent, not providing health advice, financial guidance, or safety information. It's administrative/legal in nature. • Potential Harm: Minimal - standard legal consent document with no misleading claims • Standards Required: Standard legal document clarity and accuracy

Main Content

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

MC Analysis

Strengths: Clear legal language, Comprehensive coverage, Professional presentation, Serves intended purpose effectively • Weaknesses: Dense legal text, No plain language summary, Could benefit from formatting improvements • Mc Description: Legal consent form for testimonial use covering name, likeness, photographs, videos, audio, and materials with comprehensive rights assignment and liability waivers

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	-

Trust Analysis

Transparency: High transparency in legal terms and company information • Trust Factors: Established brand reputation, Professional website, Clear contact information, Transparent legal documentation, B-Corp certification mentioned • Distrust Factors: No specific author for legal content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': "Charlotte's Web, Inc.", 'industry': 'CBD and botanical products', 'certifications': 'B-Corp certified'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear purpose, honest presentation, and transparent legal documentation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Standard legal consent document with appropriate protections and disclosures.

Ads Analysis

Ad Placement: Standard e-commerce website elements and promotional content that don't interfere with the main legal content • User Experience Impact: Minimal impact on accessing and reading the legal terms

Recommendations

Improvements

- Add plain language summary of key points
- Include legal review/update date
- Consider improved formatting for readability

Strengths

- Professional legal documentation
- Clear consent process
- Established brand trust

- Comprehensive coverage of rights and permissions

77

https://www.charlottesweb.com/pages/shipping-policy



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:26

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

78

https://www.charlottesweb.com/pages/sleep

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:29

Scores at a Glance

75	PQ Score	82	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	80	Trust	80	Content Effort	75	Originality
85	Skill	70	Accuracy	80	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial page promoting Charlotte's Web sleep products including CBD gummies, oils, and supplements with detailed product information and customer testimonials. • Rating Justification: Well-designed commercial page with clear purpose and good user experience, but making health claims about sleep products requires higher standards for YMYL content.

E-E-A-T

Overall	82
Experience	85
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Customer testimonials, Professional presentation, Comprehensive product information • Key Weaknesses: Limited medical disclaimers for health claims, Could benefit from more expert credentials • Trust Evidence: Contact information available, about page present, professional presentation, customer reviews, return/shipping policies, accessibility statement. • Expertise Evidence: Charlotte's Web is an established CBD company with specific product formulations for sleep. Content shows knowledge of sleep ingredients like melatonin, CBN, and functional mushrooms. • Experience Evidence: Customer reviews and testimonials demonstrate real user experiences with sleep products. Product descriptions show understanding of sleep challenges and solutions. • Authoritativeness Evidence: Well-known brand in CBD industry, professional website design, comprehensive product information, certificates of analysis mentioned, B-Corp certification.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page promotes health products (CBD, sleep aids) making claims about sleep improvement, which directly relates to health and safety. • Potential Harm: Inappropriate use of sleep supplements or CBD products could affect health, especially without proper medical guidance. • Standards Required: High standards for accuracy, medical disclaimers, and avoiding unsupported health claims.

Main Content

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

MC Analysis

Strengths: Clear product information, Customer testimonials, Professional presentation, Good navigation • Weaknesses: Could use more medical disclaimers, Some health claims could be more conservative • Mc Description: Product showcase page for sleep-related CBD and supplement products with detailed descriptions, customer reviews, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	80
Has Contact Info	Yes
Has Author Info	Yes
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with contact info, policies, and company information available. • Trust Factors: Established brand, Contact information, About page, Customer reviews, Professional presentation, B-Corp certification • Distrust Factors: Could use more medical expert endorsements

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear commercial purpose, honest product presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Products are legitimate supplements with appropriate disclaimers present.

Ads Analysis

Ad Placement: Promotional content is clearly for the site's own products, well-integrated into the page design. • User Experience Impact: Minimal negative impact, ads are relevant and well-designed.

Recommendations

Improvements

- Add more medical disclaimers for health claims
- Include expert medical endorsements
- Provide more scientific backing for sleep benefits

Strengths

- Professional design
- Clear product information
- Customer testimonials
- Established brand reputation

79

https://www.charlottesweb.com/pages/sleep-quiz

68

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

65	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	50	Content Effort	60	Originality
70	Skill	75	Accuracy	80	Reputation		

Page Quality

PQ Rating medium

PQ Score 65

PQ Analysis

Meets Purpose: True • Purpose Description: To provide a sleep quiz tool to help users find appropriate CBD products for their sleep needs • Rating Justification: The page serves its purpose as a sleep quiz landing page but has very limited actual content. The main content appears to be an embedded quiz iframe with minimal supporting information.

E-E-A-T

Overall	78
Experience	75
Expertise	70
Authoritativeness	80
Trust	85

E-E-A-T Analysis

Key Strengths: Recognized brand in CBD industry, Professional website design, Contact and about information available, B-Corp certification mentioned • Key Weaknesses: No specific author information for this page, Limited visible expert credentials on this specific page • Trust Evidence: Established brand, contact information available, about page present, certificates of analysis referenced, professional website design • Expertise Evidence: Company claims products are 'formulated by experts and backed by science' though specific expert credentials are not visible on this page • Experience Evidence: Charlotte's Web is an established CBD company with real-world experience in the industry, evidenced by their product range and customer base • Authoritativeness Evidence: Well-known brand in CBD industry, comprehensive website with detailed product information, certificates of analysis mentioned, B-Corp certification

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page relates to sleep health and CBD products, which are health-related topics that could impact a person's health, safety, or well-being • Potential Harm: Inappropriate sleep or CBD product recommendations could affect health outcomes • Standards Required: High standards for accuracy, expertise, and trustworthiness required for health-related content

Main Content

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

MC Analysis

Strengths: Clear purpose, Functional quiz tool, Professional design • Weaknesses: Very limited content, No substantial educational information, Relies heavily on embedded content • Mc Description: The main content is primarily an embedded sleep quiz with minimal supporting text. The page serves its functional purpose but lacks substantial informational content.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with contact info, about page, and business information available • Trust Factors: Established brand, Professional website, Contact information available, About page present, B-Corp certification, Certificates of analysis mentioned • Distrust Factors: No specific author information for this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
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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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Purpose is clear and design is straightforward.

Harm Analysis

Severity: none • Harm Details: No apparent harmful content detected. The page appears to be a legitimate business tool.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add more educational content about sleep and CBD
- Include author/expert information
- Provide more detailed product information
- Add testimonials or case studies

Strengths

- Established brand reputation
- Clear functional purpose
- Professional design
- Good trust signals

80

https://www.charlottesweb.com/pages/sleep-quiz-1



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

81

https://www.charlottesweb.com/pages/sms-sign-up



Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

82

https://www.charlottesweb.com/pages/store-locator

78

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

75	PQ Score	88	E-E-A-T Overall	85	Experience	90	Expertise
85	Authoritativeness	90	Trust	70	Content Effort	65	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To help users locate retail stores that carry Charlotte's Web CBD products • Rating Justification: Functional store locator page that serves its purpose well but has minimal content. Professional design and clear functionality offset the limited textual content.

E-E-A-T

Overall	88
Experience	85
Expertise	90
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established CBD brand, Professional website design, Clear business purpose, Retail store network • Key Weaknesses: Limited author information, Store locator content is minimal • Trust Evidence: Professional website with contact information, about page, clear business model, SSL security, and legitimate retail store locator • Expertise Evidence: Company shows expertise in CBD industry with professional website, product categories, and specialized retail distribution network • Experience Evidence: Charlotte's Web is a well-established CBD company with clear retail presence and store locator functionality demonstrating real-world operations • Authoritativeness Evidence: Established brand with retail partnerships, professional website structure, and comprehensive product offerings in CBD space

YMYL

Is YMYL Yes

Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that could impact user health and safety decisions • Potential Harm: Misinformation about CBD products could lead to inappropriate health decisions • Standards Required: Higher standards for accuracy and trustworthiness due to health-related nature of CBD products

Main Content

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

MC Analysis

Strengths: Clear purpose, Functional store locator, Professional design, User-friendly interface • Weaknesses: Minimal textual content, Limited detailed information about stores • Mc Description: Store locator page with map functionality to find retail locations carrying Charlotte's Web products

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear business purpose and contact information • Trust Factors: Professional website, Clear business model, Contact information available, SSL security, Established brand presence • Distrust Factors: No specific author information for page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear purpose and honest presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Standard business store locator page.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content functionality • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add more detailed store information
- Include store hours and contact details
- Enhance content with store-specific product availability

Strengths

- Professional design
- Clear functionality
- Established brand trust
- Good user experience

83

https://www.charlottesweb.com/pages/subscriptions

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

75	PQ Score	82	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	80	Trust	80	Content Effort	75	Originality
85	Skill	75	Accuracy	80	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To inform users about Charlotte's Web subscription program benefits and encourage sign-ups for recurring CBD product deliveries • Rating Justification: Well-designed subscription page with clear value proposition, comprehensive information about subscription benefits, and professional presentation. However, lacks detailed author information and could provide more scientific backing for health claims.

E-E-A-T

Overall	82
Experience	85
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established CBD brand with market presence, Professional infrastructure and certifications, Comprehensive customer support systems • Key Weaknesses: No specific author information for page content, Limited detailed scientific citations on subscription page • Trust Evidence: Contact information provided, about page available, certificates of analysis mentioned, professional account systems, and established business presence • Expertise Evidence: Company shows expertise through detailed product information, certificates of analysis, healthcare professional programs, and scientific backing claims • Experience Evidence: Charlotte's Web demonstrates significant experience in CBD industry with established brand presence, customer testimonials, and comprehensive product offerings with subscription services • Authoritativeness Evidence: Established brand with retail partnerships, B-Corp certification, professional practitioner programs, and comprehensive business infrastructure

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page promotes CBD products which are health-related supplements that could impact user health and safety decisions • Potential Harm: Incorrect information about CBD products could lead to inappropriate usage or health decisions • Standards Required: High standards for accuracy, expertise, and trustworthiness required for health-related product information

Main Content

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

MC Analysis

Strengths: Clear subscription benefits explanation, Comprehensive FAQ section, Professional design and layout, Customer testimonials • Weaknesses: Could include more scientific backing, Limited author attribution for content • Mc Description: Comprehensive subscription page explaining Charlotte's Web CBD subscription program benefits, pricing, management options, and frequently asked questions

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with contact information, business details, and subscription terms clearly explained • Trust Factors: Established business with contact information, About page available, Professional website infrastructure, B-Corp certification mentioned, Healthcare professional programs • Distrust Factors: No specific author information, Limited external reputation verification on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Page provides legitimate business information about subscription services for legal CBD products.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content consumption • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add author attribution for content
- Include more scientific citations for health claims
- Provide more detailed product safety information

Strengths

- Professional design and user experience
- Comprehensive subscription information
- Clear business transparency

- Established brand presence

84

https://www.charlottesweb.com/pages/teachers-and-students-cbd-discount-program

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

75	PQ Score	80	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	80	Trust	70	Content Effort	60	Originality
75	Skill	85	Accuracy	80	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To inform teachers and students about a 40% discount program, including eligibility requirements, benefits, and usage instructions. • Rating Justification: The page serves its purpose well as a discount program information page. Content is clear, well-organized, and provides necessary details about eligibility and usage. However, it's relatively simple content without deep expertise demonstration.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional website design, Clear policies and contact information, Comprehensive product information • Key Weaknesses: No specific author information for this page, Limited credentials displayed for content creators • Trust Evidence: Professional website design, clear contact information, detailed policies (refund, shipping, privacy), SSL security, and established brand presence. However, lacks specific author information for this page. • Expertise Evidence: The company shows expertise in CBD products with detailed product information, certificates of analysis mentioned, and professional website structure. Clear understanding of discount program mechanics. • Experience Evidence: Charlotte's Web is a well-established CBD company with direct experience in the industry. The page demonstrates practical understanding of teacher/student needs and discount program implementation. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site has professional design, comprehensive product categories, and appears to be the official company website.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: The page is about CBD products, which are health-related substances that could impact user wellbeing. While this specific page focuses on discount information rather than health claims, it's part of a CBD product website. • Potential Harm: Indirect potential harm through promotion of CBD products without adequate health warnings or medical disclaimers on this specific page. • Standards Required: Higher standards for accuracy, expertise, and trustworthiness due to health-related product context.

Main Content

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

MC Analysis

Strengths: Clear purpose and target audience, Well-organized FAQ section, Specific discount details and usage instructions, Professional presentation • Weaknesses: Relatively simple content, Limited depth of information, No verification process details, Generic promotional content structure • Mc Description: Main content focuses on explaining a 40% discount program for teachers and students, including eligibility, benefits, usage instructions, and FAQ section.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with clear policies, contact information, and straightforward discount program details. • Trust Factors: Professional website design, Clear contact information, Comprehensive policies, Established brand presence, SSL security, Detailed product information • Distrust Factors: No specific author information, Limited verification details for discount program

Creator

Creator Identified	No
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No apparent harmful content. The page provides straightforward information about a discount program without misleading claims or harmful advice.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content for the company's own products, which is appropriate for a commercial website. • User Experience Impact: Minimal negative impact on user experience. Ads are relevant and not overly intrusive.

Recommendations

Improvements

- Add specific author or content creator information
- Include more detailed terms and conditions
- Add verification process details for discount eligibility
- Consider adding medical disclaimers given CBD product context

Strengths

- Clear and organized information presentation
- Professional website design and branding
- Comprehensive FAQ section
- Good user experience and navigation

85

https://www.charlottesweb.com/pages/terms-and-conditions

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:27

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

86

https://www.charlottesweb.com/pages/updates

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:28

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

87

https://www.charlottesweb.com/pages/veterans-active-military-cbd-discount-program

80

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	75	Content Effort	70	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: To inform military members and veterans about Charlotte's Web's 40% discount program and provide instructions for accessing the benefit. • Rating Justification: Page effectively serves its purpose of explaining military discount program with clear information, easy navigation, and helpful FAQ section. Content is well-organized and user-focused.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive contact and policy information, Professional website design, Clear discount program details • Key Weaknesses: No specific author information for page content, Limited third-party verification of claims on this specific page • Trust Evidence: Strong trust signals including comprehensive contact information, detailed policies, certificates of analysis, professional design, secure checkout, and established business reputation in CBD industry. • Expertise Evidence: Company shows CBD expertise through detailed product information, certificates of analysis, healthcare professional programs, and scientific backing claims. However, specific author credentials for this page are not provided. • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD industry with established product lines, customer testimonials, and long-standing business operations. The military discount program shows understanding of veteran community needs. • Authoritativeness Evidence: Well-established CBD brand with professional website, comprehensive contact information, retail partnerships, B-Corp certification, and structured business operations indicating industry authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: Page promotes CBD products which are health-related substances that could impact user wellbeing and safety. While focused on discount program rather than health claims, it's part of a CBD company's website. • Potential Harm: Minimal direct harm from discount information itself, but connects to CBD products which require careful consideration of health implications. • Standards Required: Higher standards for accuracy, trustworthiness, and responsible marketing of health-related products apply.

Main Content

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

MC Analysis

Strengths: Clear discount details, Comprehensive FAQ section, Easy-to-follow instructions, Professional presentation • Weaknesses: Could provide more specific exclusion details, Limited verification process explanation • Mc Description: Main content clearly explains the military discount program with 40% off benefit, eligibility requirements, usage instructions, and comprehensive FAQ section addressing common questions.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear policies, contact information, and business details, though page-specific authorship is not provided. • Trust Factors: Comprehensive contact information, Detailed company policies, Professional website design, Established business presence, B-Corp certification mentioned • Distrust Factors: No specific author attribution for page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Page clearly states its purpose, provides accurate information about discount program, and maintains transparent design.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Page provides legitimate discount information for military community without misleading claims or harmful messaging.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content for company's own products, which is appropriate for a business website. • User Experience Impact: Minimal negative impact on user experience, ads are relevant and not obstructive to main content.

Recommendations

Improvements

- Add specific author attribution for page content
- Provide more detailed exclusion information
- Consider adding verification process details

Strengths

- Clear program explanation
- Comprehensive FAQ section
- Strong trust signals
- Professional presentation
- Good user experience

88

https://www.charlottesweb.com/pages/wholesale-opportunities

79

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:27

Scores at a Glance

78	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	75	Content Effort	80	Originality
75	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 78

PQ Analysis

Meets Purpose: True • Purpose Description: To provide information about wholesale opportunities for Charlotte's Web CBD products through authorized distributors • Rating Justification: The page effectively serves its purpose as a wholesale opportunities landing page with clear information about distributors, professional presentation, and appropriate business-to-business content

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand with clear industry positioning, Professional wholesale program with legitimate distributors, Comprehensive website with proper business information • Key Weaknesses: Limited specific credentials or certifications mentioned, Could provide more detailed company background on this specific page • Trust Evidence: High trust indicators include comprehensive contact information, about page, clear business purpose, established brand presence, and professional presentation • Expertise Evidence: The page shows expertise through partnerships with established distributors (Cool Blue Distribution, ECS Distribution, Super Natural Distributors) and mentions 'science-backed, premium CBD solutions' • Experience Evidence: Charlotte's Web demonstrates significant experience as an industry leader in CBD, claiming to be 'trusted by over a million consumers' and positioning themselves as the 'Industry Leader in Wellness' • Authoritativeness Evidence: Strong authoritativeness evidenced by established wholesale partnerships, professional distributor network, and clear business-to-business focus with specific retail channel targeting

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: While this is primarily a business/wholesale page, it relates to CBD products which are health-related substances that could impact user safety and wellbeing • Potential Harm: Minimal direct harm as this is B2B focused, but CBD products can affect health outcomes • Standards Required: Moderate standards due to health product connection, but lower than direct consumer health advice

Main Content

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

MC Analysis

Strengths: Clear distributor information, Specific retail channel targeting, Professional presentation, Clear next steps with contact information • Weaknesses: Relatively brief content, Could include more detailed qualification requirements • Mc Description: Main content provides clear information about wholesale opportunities through three authorized distributors, with specific details about each distributor's focus areas and retail channels

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear business information and distributor details • Trust Factors: Established brand presence, Professional website design, Clear business purpose, Comprehensive contact information, Legitimate distributor partnerships • Distrust Factors: No specific author attribution for page content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. This is a legitimate business page for wholesale opportunities.

Ads Analysis

Ad Placement: Ads appear to be present based on technical indicators but do not obstruct main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add more detailed qualification requirements for wholesale partners
- Include specific company credentials or certifications
- Provide more background information about Charlotte's Web on this page

Strengths

- Clear business purpose and professional presentation
- Established distributor partnerships with specific channel focus
- Strong trust signals and comprehensive website structure

89

https://www.charlottesweb.com/products/17mg-cbd-oil-for-dogs

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about and sell Charlotte's Web 17MG CBD Oil for Dogs, including product specifications, benefits, ingredients, and purchasing options. • Rating Justification: This is a well-designed e-commerce product page with comprehensive information, professional presentation, and clear purpose. The page provides detailed product specifications, dosing information, ingredients, and customer reviews.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Third-party testing claims, Professional presentation, Customer review system • Key Weaknesses: Limited author information for content, Could provide more detailed scientific backing • Trust Evidence: Site has SSL security, comprehensive contact information, detailed product information, third-party testing claims, customer reviews (4.6/5 stars from 437 reviews), clear pricing, and professional presentation. • Expertise Evidence: Company demonstrates expertise through third-party testing mentions, specific CBD concentrations (17mg), detailed ingredient lists, and NASC quality seal visible in product images. Professional product photography and comprehensive product information. • Experience Evidence: Charlotte's Web is a well-established CBD company with years of experience in hemp cultivation and product development. The product page shows detailed dosing guides, ingredient information, and specific formulations for pets. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site includes certificates of analysis, professional presentation, comprehensive product details, and established e-commerce presence with customer reviews.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products for pets, which directly relates to animal health and safety. Pet health products can significantly impact animal wellbeing and require careful consideration. • Potential Harm: Incorrect dosing or inappropriate use of CBD products could potentially harm pets. The page does provide dosing guidance and suggests consulting with veterinarians. • Standards Required: High standards for accuracy, safety information, proper dosing guidance, and clear disclaimers about veterinary consultation.

Main Content

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

MC Analysis

Strengths: Clear product specifications, Detailed ingredient information, Dosing guidance, Customer reviews, Professional presentation, Multiple product variants • Weaknesses: Could include more veterinary endorsements, Limited scientific citations for claims • Mc Description: Comprehensive product page for CBD oil for dogs including detailed product information, specifications, ingredients, dosing guidance, customer reviews, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	-

Trust Analysis

Transparency: Good transparency with detailed product information, ingredients, and company information available. • Trust Factors: Established brand, SSL security, Customer reviews, Professional presentation, Third-party testing claims, Clear contact information, Detailed product information • Distrust Factors: Limited author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information, honest presentation, and transparent e-commerce functionality.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page provides legitimate product information for a legal CBD pet product with appropriate dosing guidance.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content. Related product recommendations are relevant. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more scientific citations for health claims
- Include veterinary endorsements or consultations
- Provide more detailed author information for content

Strengths

- Professional presentation
- Comprehensive product information
- Strong customer review system
- Clear dosing guidance
- Established brand reputation

90

<https://www.charlottesweb.com/products/active-recovery-muscle-joint-pain-relief-ointment>

75

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

<div style="display: flex; justify-content: space-between; align-items: center;"> 75 PQ Score </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> 78 E-E-A-T Overall </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> 75 Experience </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> 70 Expertise </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> 80 Authoritativeness </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> 85 Trust </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> 80 Content Effort </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> 70 Originality </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> 75 Skill </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> 80 Accuracy </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> 85 Reputation </div>	

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page designed to inform customers about and sell a topical pain relief ointment • Rating Justification: Well-designed product page with comprehensive information, good user experience, and clear commercial purpose. Meets user needs for product information and purchasing decisions.

E-E-A-T

Overall 78

Experience 75

Expertise 70

Authoritativeness 80

Trust 85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product specifications, Customer review integration, Professional presentation • Key Weaknesses: No specific author credentials for product descriptions, Limited medical professional endorsements • Trust Evidence: Professional e-commerce site with secure checkout, clear contact information, return policies, customer reviews (4.8/5 stars), FDA disclaimers, and transparent business practices • Expertise Evidence: Detailed ingredient information (camphor 11%, menthol 16%), drug facts panel, professional product formulation, and specific usage instructions demonstrate subject matter knowledge • Experience Evidence: Product descriptions show practical understanding of muscle pain relief needs, lifestyle contexts (desk work, workouts), and user experience considerations • Authoritativeness Evidence: Charlotte's Web is a recognized CBD brand, has professional website design, comprehensive product information, certificates of analysis mentioned, and established business presence

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a health-related product making pain relief claims. Topical pain medications fall under health and safety YMYL as they could affect user wellbeing if misused or if claims are misleading. • Potential Harm: Incorrect usage or misleading claims about pain relief could lead to delayed proper medical treatment or adverse reactions • Standards Required: High standards for accuracy, appropriate disclaimers, and responsible health claims are required

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple product images, Customer reviews integration, Detailed ingredient information, Professional presentation • Weaknesses: Could benefit from more detailed usage instructions, Limited comparison with alternatives • Mc Description: Product page for Active Recovery Muscle & Joint Pain Relief Ointment with detailed product information, images, pricing, reviews, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, pricing, policies, and business information clearly displayed • Trust Factors: Established brand, Professional website design, Customer reviews, Clear policies, Secure checkout, FDA disclaimers, Drug facts panel • Distrust Factors: No specific author information for product content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, honest product presentation, and transparent business practices.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product appears to be a legitimate topical pain relief product with appropriate disclaimers and drug facts labeling.

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive to main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more detailed usage instructions
- Include more medical professional input or endorsements
- Provide more comparison information with similar products

Strengths

- Professional presentation
- Comprehensive product information
- Good customer review integration

- Appropriate health disclaimers
- Clear business transparency

91

https://www.charlottesweb.com/products/active-recovery-muscle-joint-pain-relief-stick

75

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

72	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	80	Content Effort	75	Originality
85	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page designed to inform customers about and sell a topical pain relief product • Rating Justification: Well-designed e-commerce product page with clear information, good user experience, and appropriate content for its commercial purpose. Not highest due to being primarily commercial rather than highly beneficial content.

E-E-A-T

Overall	78
Experience	75
Expertise	70
Authoritativeness	80
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Clear product specifications, Professional presentation, Customer review system • Key Weaknesses: Limited author information for content, Could provide more detailed ingredient sourcing information • Trust Evidence: Clear contact information, about page, comprehensive policies, professional presentation, customer reviews, and third-party testing claims support trustworthiness. • Expertise Evidence: Company demonstrates knowledge of CBD/topical formulations with specific ingredient percentages (10% camphor, 15% menthol). Third-party testing mentioned shows quality control expertise. • Experience Evidence: Charlotte's Web is an established CBD company with clear product experience. Product descriptions show practical understanding of pain relief applications and user scenarios. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in CBD industry. Professional website design, comprehensive product information, and established business presence indicate authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Product makes health claims about pain relief and muscle/joint treatment. Topical pain relief products directly relate to health and safety. • Potential Harm: Incorrect use or misleading claims about pain relief could lead to delayed medical treatment or inappropriate self-medication. • Standards Required: High standards required for health-related product claims, ingredient transparency, and safety information

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple high-quality images, Customer reviews, Detailed ingredient information, Good navigation • Weaknesses: Could benefit from more detailed usage instructions, Limited scientific backing for claims • Mc Description: Product page for topical pain relief stick with detailed product information, images, pricing, reviews, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, pricing, and company information • Trust Factors: Established brand, Professional website, Clear policies, Customer reviews, Contact information, About page • Distrust Factors: No specific author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, honest product presentation.

Harm Analysis

Severity: none • Harm Details: No apparent harmful content. Product appears to be legitimate topical pain relief with standard ingredients.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more detailed scientific backing for pain relief claims
- Include more comprehensive usage and safety instructions
- Consider adding healthcare professional endorsements

Strengths

- Professional presentation
- Comprehensive product information
- Good user experience

- Established brand trust

92

<https://www.charlottesweb.com/products/anytime-10mg-thc-gummies>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about THC gummies and facilitate purchase decisions for potential customers. • Rating Justification: Well-designed product page with comprehensive information, but lacks some depth in expertise demonstration and has YMYL considerations that require higher standards.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing mentioned, Comprehensive product information, Professional presentation • Key Weaknesses: No clear author attribution for product descriptions, Limited detailed company credentials visible on this page • Trust Evidence: Contact information available, about page present, professional website design, customer reviews displayed, clear product information and disclaimers. • Expertise Evidence: Company demonstrates expertise through third-party testing mentions, detailed product specifications, terpene blend information, and comprehensive FAQ section addressing technical questions. • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence. Product descriptions show practical understanding of THC effects and usage scenarios. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD/hemp industry. Site includes certificates of analysis, professional product photography, and established e-commerce presence.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: THC products directly impact health and safety. Page discusses psychoactive effects, drug testing implications, driving restrictions, and medical interactions. • Potential Harm: Incorrect information about THC effects, dosing, or legal implications could lead to health risks, legal issues, or impaired driving. • Standards Required: High standards for accuracy, medical disclaimers, safety warnings, and clear guidance on responsible use.

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple product images, Comprehensive FAQ, Customer reviews, Technical specifications • Weaknesses: Could use more detailed safety information, Limited scientific backing for some claims • Mc Description: Product page for THC gummies with detailed product information, images, pricing, FAQ section, and purchase functionality.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with product information, ingredients, and company contact details available. • Trust Factors: Established brand, Professional website, Contact information, Customer reviews, Third-party testing mentioned, Clear disclaimers • Distrust Factors: No clear author attribution, Some marketing language in health context

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: Page clearly presents as a product sales page with transparent pricing and product information.

Harm Analysis

Severity: none • Harm Details: Content includes appropriate warnings about THC effects, driving restrictions, and drug testing. Safety information is present though could be more prominent.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and related products, not obstructive to main content. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Critical Issues

- Ensure all health claims comply with regulatory requirements
- Verify accuracy of drug testing and safety information

Improvements

- Add more prominent safety warnings
- Include more scientific backing for health claims
- Add author/expert attribution for content
- Enhance medical disclaimer visibility

Strengths

- Professional presentation
- Comprehensive product information
- Good user experience
- Established brand trust

93

https://www.charlottesweb.com/products/best-sellers-cbd-gummies-bundle



Confidence: –

Needs Work

Analysed: 03 Apr 2026 23:55

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

94

https://www.charlottesweb.com/products/brain-support-cbd-gummies

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide product information and facilitate purchase of Brain Support CBD Gummies, including ingredients, benefits, pricing, and customer reviews. • Rating Justification: This is a well-designed e-commerce product page for a CBD supplement with good information architecture, customer reviews, detailed product specifications, and professional presentation. However, it's primarily commercial content without exceptional depth or unique value beyond standard product information.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Customer reviews and ratings, Professional presentation, Clear business transparency • Key Weaknesses: No specific author information for product descriptions, Could benefit from more detailed scientific backing for health claims, Limited expert credentials displayed • Trust Evidence: Site has contact information, about page, clear business identity, customer reviews, return policy, privacy policy, and mentions third-party testing. Professional presentation and transparent business practices. • Expertise Evidence: Company demonstrates expertise through detailed product formulations, third-party testing mentions, Certificate of Analysis references, and specific ingredient information (25mg CBD, 1200mg Lion's Mane). Professional product photography and comprehensive FAQ section. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience. The page shows detailed product information, supplement facts, and customer reviews (4.7/5 stars from 137 reviews) indicating real user experience. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site shows professional design, comprehensive product information, clear business information, and appears to be an established e-commerce operation with proper business credentials.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a CBD supplement making health claims about brain support, memory, focus, and cognitive health. CBD products and health supplements fall clearly into YMYL health and safety category as they could impact user health decisions. • Potential Harm: Inappropriate use of CBD supplements or reliance on unsubstantiated health claims could potentially impact user health. However, the page includes appropriate disclaimers and FDA statements. • Standards Required: High standards for accuracy, expertise, and trustworthiness are required. Health claims should be substantiated and appropriate disclaimers must be present.

Main Content

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

MC Analysis

Strengths: Clear product information, Customer reviews and ratings, Detailed ingredient list, Professional presentation, Comprehensive FAQ, Multiple purchase options • Weaknesses: Could include more scientific evidence for claims, Limited expert endorsements, Some marketing language could be more precise • Mc Description: The main content includes comprehensive product information, ingredients, benefits, pricing, customer reviews, FAQ section, and purchase options. Content is well-organized and informative for potential buyers.

Trust & Reputation

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

Has About Info	Yes
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Reputation Sources	–
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Trust Analysis

Transparency: Good transparency with business information, policies, ingredient lists, and customer reviews. Could be enhanced with more scientific backing. • Trust Factors: Established business with clear contact information, Professional website design, Customer reviews and ratings, Clear return and privacy policies, Third-party testing mentions, Appropriate health disclaimers • Distrust Factors: No specific author credentials for health claims, Limited scientific citations for product benefits

Creator

Creator Identified	Yes
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Creator Type	business
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Credentials	{}
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Reputation	positive
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Quality Flags

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

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents itself as a product sales page with transparent pricing, ingredients, and business information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page includes appropriate FDA disclaimers and does not make extreme or dangerous health claims. Product appears to be a legitimate CBD supplement.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and related product suggestions, which are appropriate for an e-commerce site. • User Experience Impact: Minimal negative impact on user experience. Ads are relevant and not overly intrusive.

Recommendations

Improvements

- Add more scientific citations for health benefit claims
- Include expert endorsements or credentials
- Provide more detailed information about third-party testing
- Consider adding more educational content about CBD and Lion's Mane

Strengths

- Professional design and user experience
- Comprehensive product information
- Customer review integration
- Appropriate health disclaimers
- Clear business transparency

95

https://www.charlottesweb.com/products/brain-support-cbd-gummies-bundles

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling CBD gummies with brain support benefits, providing product information, customer reviews, and purchase options • Rating Justification: Well-designed e-commerce product page with comprehensive information, customer reviews, and professional presentation, but lacks some depth in scientific backing for health claims

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Extensive verified customer reviews, Professional product presentation, Third-party testing mentioned • Key Weaknesses: No clear author attribution for product descriptions, Limited detailed scientific backing for specific claims, Could provide more transparency about testing results • Trust Evidence: Verified customer reviews, third-party testing, contact information available, about page present, professional presentation, and established business credentials • Expertise Evidence: Charlotte's Web is an established CBD brand with detailed product information, supplement facts, third-party testing mentioned, USDA Organic certification, and professional product formulation • Experience Evidence: Product has 137 verified customer reviews with 4.7/5 rating, detailed customer testimonials about effectiveness, and real user experiences with specific benefits mentioned • Authoritativeness Evidence: Certified B-Corp status, established brand presence, professional website design, comprehensive product information, certificates of analysis mentioned, and healthcare professional portal

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Product makes health claims about brain support, memory, focus, and cognitive health. CBD supplements fall under health and safety category requiring high standards • Potential Harm: Misleading health claims could lead to inappropriate self-medication or delayed medical treatment for cognitive issues • Standards Required: High standards for accuracy, expertise, and trustworthiness required for health supplement claims

Main Content

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

MC Analysis

Strengths: Clear product information, Extensive customer reviews, Professional presentation, Comprehensive details • Weaknesses: Could provide more scientific backing, Health claims could be more substantiated, Limited author attribution • Mc Description: Product page for CBD gummies with brain support claims, including product details, pricing, customer reviews, ingredients, and purchase options

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with ingredient lists, contact info, and business information, but could improve with more detailed testing results • Trust Factors: Established brand, Customer reviews, Professional presentation, Contact information, Third-party testing mentioned • Distrust Factors: No clear author attribution, Limited scientific references

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'business_name': "Charlotte's Web", 'certifications': ['Certified B-Corp', 'USDA Organic'], 'established_brand': True}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear e-commerce purpose, honest product presentation

Harm Analysis

Severity: none • Harm Details: No clear harmful content identified. Health claims are presented with appropriate disclaimers and FDA statements

Ads Analysis

Ad Placement: Promotional banners and product recommendations are present but not obstructive • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Provide more scientific references for health claims
- Include more detailed third-party testing results
- Add author attribution for product descriptions
- Enhance transparency about clinical studies

Strengths

- Established brand reputation

- Extensive verified customer reviews
- Professional presentation and user experience
- Comprehensive product information
- Appropriate disclaimers for health claims

96

https://www.charlottesweb.com/products/brightside-knockout-extra-strength

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To sell THC/CBD gummies while providing comprehensive product information, ingredients, benefits, and safety information to potential customers. • Rating Justification: This is a well-designed product page for a YMYL health product that meets its commercial purpose effectively. The page provides comprehensive product information, clear pricing, detailed ingredients, and proper disclaimers. However, it lacks some depth in educational content and author expertise that would elevate it to high quality.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing claims, Detailed product information, Professional presentation • Key Weaknesses: No visible author credentials for product descriptions, Limited specific expertise credentials displayed • Trust Evidence: Third-party testing claims, detailed contact information, about page, clear ingredient lists, professional presentation, customer reviews with verification, and compliance disclaimers present. • Expertise Evidence: Company demonstrates expertise through detailed product formulation (30mg CBN + 3.5mg D9-THC), inclusion of proprietary TiME Infusion technology, comprehensive FAQ section addressing common concerns, and professional product presentation. • Experience Evidence: Charlotte's Web is an established CBD company with clear product experience. Product includes detailed supplement facts, third-party testing claims, and specific dosage information showing practical experience with CBD/THC products. • Authoritativeness Evidence: Charlotte's Web is a well-known brand in the CBD industry, has B-Corp certification mentioned, includes certificates of analysis, and maintains professional website with comprehensive product information and customer reviews.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells THC/CBD products that directly impact health and safety. THC products can cause impairment, interact with medications, and affect drug tests. The page makes health claims about sleep benefits. • Potential Harm: Incorrect dosing, drug interactions, impaired driving, failed drug tests, adverse reactions in sensitive individuals, legal issues in restricted states. • Standards Required: High standards required for accuracy of health claims, dosage information, safety warnings, legal compliance, and transparency about effects and risks.

Main Content

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

MC Analysis

Strengths: Clear product information, Detailed ingredients and dosage, Comprehensive FAQ section, Customer reviews, Professional presentation • Weaknesses: Limited educational content about CBD/THC, Could benefit from more scientific backing for claims • Mc Description: Product page for THC/CBD sleep gummies with comprehensive product information, images, ingredients, dosage, FAQ, reviews, and purchase options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with ingredients, dosage, effects, and legal restrictions clearly stated. • Trust Factors: Established brand, Third-party testing claims, Professional presentation, Clear contact information, Customer reviews, Proper disclaimers • Distrust Factors: No specific author credentials, Some health claims could be better substantiated

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear commercial purpose, honest product presentation, and appropriate disclaimers.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Page includes appropriate warnings about THC effects, driving restrictions, and drug testing. Includes proper disclaimers.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and related products, not obstructive third-party advertising. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more scientific backing for health claims
- Include author/expert credentials for product descriptions
- Expand educational content about CBD/THC interactions
- Consider adding more detailed safety information

Strengths

- Comprehensive product information
- Professional presentation
- Appropriate safety warnings
- Good user experience
- Established brand trust

97

https://www.charlottesweb.com/products/calm-cbd-gummies

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	80	Originality
85	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	82

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page for CBD gummies designed to inform customers and facilitate purchase decisions • Rating Justification: Well-designed product page with comprehensive information, extensive customer feedback, clear product details, and professional presentation. Meets commercial purpose effectively.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Strong customer review base, Clear product specifications, Professional brand presentation, Transparent ingredient information • Key Weaknesses: Limited author credentials visible, Could benefit from more expert endorsements • Trust Evidence: Extensive customer reviews (4.6/5 stars), third-party testing mentioned, clear contact information, detailed policies, professional presentation • Expertise Evidence: Detailed supplement facts, third-party testing certificates mentioned, specific CBD and lemon balm dosages, professional product formulation • Experience Evidence: 2,175 customer reviews with detailed experiences, specific dosage guidance, lifestyle imagery showing real-world usage scenarios • Authoritativeness Evidence: Established brand Charlotte's Web, comprehensive product information, professional website design, clear company information and policies

YMYL

Is YMYL	Yes
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Category	health_safety
Risk Level	clear_yml

YMYL Analysis

Reasoning: CBD products are health supplements that can affect physical and mental well-being, making this clearly YMYL content • Potential Harm: Incorrect dosage information or misleading health claims could impact user health and safety • Standards Required: High standards for accuracy, medical disclaimers, clear ingredient information, and responsible health claims

Main Content

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

MC Analysis

Strengths: Clear product benefits, Detailed ingredient information, Extensive customer reviews, Professional imagery, Comprehensive FAQ section • Weaknesses: Could benefit from more scientific backing, Limited expert endorsements visible • Mc Description: Comprehensive product page featuring detailed product information, pricing, customer reviews, ingredient details, usage instructions, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	-

Trust Analysis

Transparency: Good transparency with clear ingredient information, pricing, and company policies • Trust Factors: Extensive customer reviews, Clear contact information, Professional website design, Transparent policies, Third-party testing mentioned • Distrust Factors: Limited visible author credentials, Could benefit from more expert endorsements

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
Spam Type	none

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, transparent product information, appropriate disclaimers.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate health disclaimers present, responsible product claims, clear ingredient information.

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive to main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more expert endorsements or credentials
- Include more scientific backing for health claims
- Consider adding author information for content

Strengths

- Extensive customer review base
- Professional presentation
- Clear product information
- Appropriate health disclaimers
- Strong trust signals

98

https://www.charlottesweb.com/products/calm-cbd-gummies-bundle

N/A

Confidence: –

Needs Work

Analysed: 03 Apr 2026 23:55

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

99

https://www.charlottesweb.com/products/canine-calming-bundle

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To sell CBD products for dogs while providing detailed product information, customer reviews, and usage guidance to help customers make informed purchasing decisions. • Rating Justification: High-quality e-commerce product page with comprehensive information, strong user experience, extensive customer feedback, and clear commercial purpose. Well-designed and informative.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Extensive customer reviews, Detailed product information, Quality testing mentions, Professional presentation • Key Weaknesses: No specific author credentials shown, Could provide more detailed scientific backing, Limited veterinary endorsements visible • Trust Evidence: Strong trust indicators include extensive customer reviews, detailed contact information, clear policies, professional website design, third-party testing mentions, and transparent ingredient disclosure. • Expertise Evidence: Company demonstrates expertise through detailed product information, third-party testing mentions, quality control processes, and comprehensive FAQ section addressing common pet CBD concerns. • Experience Evidence: Charlotte's Web is a well-established CBD company with extensive experience in hemp products. The page shows deep product knowledge with detailed ingredient lists, usage instructions, and specific dosing guidance for pets. • Authoritativeness Evidence: Charlotte's Web is a recognized leader in the CBD industry. The site shows professional design, comprehensive product information, customer reviews (981 reviews with 4.6 rating), and mentions of quality testing.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products for pets, which directly relates to animal health and safety. Pet health products can significantly impact animal wellbeing and require careful consideration. • Potential Harm: Incorrect dosing, inappropriate use, or poor quality CBD products could potentially harm pets. However, the page provides detailed guidance and mentions quality testing. • Standards Required: High standards for accuracy, safety information, quality claims, and transparent ingredient disclosure are required for pet health products.

Main Content

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

MC Analysis

Strengths: Clear product information, Extensive customer reviews, Detailed ingredient lists, Usage guidance, Professional presentation • Weaknesses: Could include more veterinary input, Some sections could be more detailed, Limited scientific references • Mc Description: Comprehensive product page for a CBD bundle for dogs, including detailed product information, pricing, customer reviews, usage instructions, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient disclosure, pricing, policies, and customer reviews visible. • Trust Factors: Established brand, Extensive customer reviews, Professional design, Clear policies, Contact information, Quality testing mentions • Distrust Factors: No specific author credentials, Limited scientific citations

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page provides legitimate pet health products with appropriate disclaimers and usage guidance.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content or user experience. •
User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add veterinary endorsements or input
- Include more scientific references for health claims
- Make FDA disclaimer more prominent
- Add author credentials for content

Strengths

- Strong brand reputation
- Extensive customer reviews
- Comprehensive product information
- Professional presentation
- Clear usage guidance

100

https://www.charlottesweb.com/products/cbd-balm

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

82	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	85	Content Effort	75	Originality
80	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	82

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page for CBD balm with detailed product information, customer reviews, and purchase functionality • Rating Justification: Well-designed product page with comprehensive information, extensive customer reviews, clear product details, and professional presentation. Meets commercial purpose effectively.

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand with strong reputation, Extensive customer reviews and ratings, Third-party testing and transparency, Detailed product information, Professional presentation • Key Weaknesses: No specific author credentials for product descriptions, Limited scientific backing for specific health claims, Could provide more detailed manufacturing information • Trust Evidence: Third-party testing mentioned, Certificate of Analysis available, detailed contact information, clear return/shipping policies, professional website design, established brand reputation. • Expertise Evidence: Detailed product information including full ingredient list, third-party testing certificates mentioned, specific CBD content (450mg), and professional formulation details. • Experience Evidence: 724 customer reviews with 4.8/5 rating showing real user experiences. Reviews mention specific use cases like restless legs, joint pain, and bedtime routines. • Authoritativeness Evidence: Charlotte's Web is a well-established CBD brand, Certified B-Corp status mentioned, comprehensive website with detailed product information, professional presentation.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that could impact user health and safety. Product makes health-related claims about pain relief and wellness benefits. • Potential Harm: Incorrect dosage, drug interactions, or misleading health claims could cause health issues. CBD products may interact with medications. • Standards Required: High standards for accuracy, transparency, third-party testing, clear disclaimers, and regulatory compliance required for health products.

Main Content

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

MC Analysis

Strengths: Clear product information, Extensive customer reviews, Detailed ingredient list, Professional presentation, Multiple product images • Weaknesses: Could provide more scientific backing for claims, Some promotional language mixed with factual information • Mc Description: Product page for CBD balm with detailed product information, pricing, customer reviews, ingredients, usage instructions, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, testing information, and customer reviews, though could provide more manufacturing details. • Trust Factors: Established brand reputation, Third-party testing mentioned, Extensive customer reviews, Professional website, Clear contact information, Detailed policies, Certified B-Corp status • Distrust Factors: No specific author credentials for product content, Some promotional language

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear commercial purpose, honest product presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Product appears to be legitimate CBD topical with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific backing for health claims
- Include author credentials for product descriptions
- Provide more detailed manufacturing information
- Enhance scientific evidence for claimed benefits

Strengths

- Extensive customer review system

- Professional brand presentation
- Third-party testing transparency
- Detailed product information
- Strong trust signals

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<https://www.charlottesweb.com/products/cbd-balm-stick>

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	80	Originality
85	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about and sell Charlotte's Web CBD Balm Stick product • Rating Justification: This is a well-designed product page for a legitimate CBD product with comprehensive information, clear purpose, professional presentation, and good user experience. The page serves its commercial purpose effectively.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established CBD brand reputation, Detailed product information and ingredients, Professional website design, Clear contact and policy information • Key Weaknesses: No specific author information for product descriptions, Could provide more detailed scientific backing for claims • Trust Evidence: Strong trust indicators include contact information, about page, professional design, detailed product information, third-party testing mentions, clear policies, and established brand reputation. • Expertise Evidence: Company demonstrates CBD expertise through detailed product formulations, third-party testing mentions, Certificate of Analysis references, and comprehensive ingredient listings with botanical names. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience. The page shows detailed product information, ingredients, and usage instructions indicating hands-on product knowledge. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site shows professional presentation, comprehensive product information, and established business credentials including B-Corp certification.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a CBD health product page making wellness claims. CBD products fall under health and safety YMYL as they can affect user health and wellbeing. • Potential Harm: Incorrect information about CBD products could lead to inappropriate use or unrealistic health expectations. • Standards Required: High standards for accuracy, expertise, and trustworthiness are required for health-related product information.

Main Content

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

MC Analysis

Strengths: Clear product information, Detailed ingredient list, Customer reviews, Professional product images, Comprehensive FAQ section • Weaknesses: Could provide more scientific backing for wellness claims, Some marketing language could be more specific • Mc Description: Comprehensive product page for CBD Balm Stick including detailed descriptions, ingredients, usage instructions, customer reviews, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with detailed product information, ingredients, and company information available • Trust Factors: Established brand reputation, Professional website design, Clear contact information, Detailed policies, Customer reviews, Third-party testing mentions • Distrust Factors: No specific author attribution for product content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents product information and commercial intent.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page presents legitimate CBD product information without making inappropriate medical claims.

Ads Analysis

Ad Placement: Ads appear to be present but are not obstructive to the main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more specific scientific backing for wellness claims
- Include author attribution for product content
- Provide more detailed information about third-party testing results

Strengths

- Strong brand reputation and trust signals
- Comprehensive product information
- Professional presentation and user experience

- Good customer review integration

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https://www.charlottesweb.com/products/cbd-calming-chews-for-dogs

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	82

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about CBD calming chews for dogs and facilitate purchase decisions through comprehensive product details, reviews, and purchasing options. • Rating Justification: This is a well-designed e-commerce product page with comprehensive information, clear purpose, professional presentation, and strong trust signals. The content is detailed and helpful for users making purchasing decisions.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive product information, Third-party testing, Professional certifications, Transparent policies • Key Weaknesses: Limited author information for specific content, Could provide more detailed scientific backing for claims • Trust Evidence: Strong trust signals including contact information, about page, return policy, privacy policy, third-party testing, customer reviews (4.6/5 stars with 513 reviews), and professional certifications. • Expertise Evidence: Company demonstrates expertise through detailed product information, third-party testing mentions, NASC quality seal, and comprehensive ingredient breakdown. Product descriptions show understanding of CBD and botanical interactions. • Experience Evidence: Charlotte's Web is a well-established CBD company with years of experience in hemp cultivation and product development. The product page shows detailed dosing guides, ingredient lists, and specific formulations for pet calming. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site includes certificates of analysis, professional practitioner portal, B-Corp certification, and comprehensive company information.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products for pets, which directly relates to animal health and safety. Pet health products can significantly impact animal wellbeing and owner financial decisions. • Potential Harm: Incorrect dosing, inappropriate use, or low-quality products could harm pets. Financial harm from ineffective products is also possible. • Standards Required: High standards for accuracy, safety information, quality assurance, and transparent business practices are required for pet health products.

Main Content

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

MC Analysis

Strengths: Comprehensive product information, Clear dosing guidelines, Customer reviews and ratings, Professional imagery, Detailed ingredient lists • Weaknesses: Could include more veterinary expert input, Some claims could use more scientific backing • Mc Description: The main content includes detailed product information, ingredients, dosing guides, customer reviews, FAQ section, and purchasing options. Content is well-organized and comprehensive.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with policies, company information, and product details clearly provided. • Trust Factors: Established brand reputation, Contact information available, Return and privacy policies, Customer reviews, Professional certifications, Third-party testing mentions • Distrust Factors: No specific author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': "Charlotte's Web CBD & Botanical Health & Wellness Supplements", 'testing': 'Third-party testing mentioned', 'certifications': ['B-Corp', 'NASC quality seal']}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents as a product sales page with transparent information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page provides legitimate product information for a legal CBD pet product with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content or user experience. •
User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more veterinary expert input or endorsements
- Include more scientific citations for health claims
- Consider adding author information for content

Strengths

- Strong brand reputation and trust signals
- Comprehensive product information
- Professional presentation and user experience
- Customer review integration
- Clear policies and transparency

103

https://www.charlottesweb.com/products/cbd-cooling-gel-stick

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

82	PQ Score	87	E-E-A-T Overall	85	Experience	90	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	80	Originality
85	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial product page for CBD cooling gel, providing detailed product information, ingredients, usage instructions, and purchase options • Rating Justification: High-quality product page with comprehensive information, clear purpose, professional design, and strong user experience. Meets commercial intent effectively with detailed product specifications and customer feedback.

E-E-A-T

Overall 87

Experience 85

Expertise 90

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established CBD brand with industry expertise, Transparent third-party testing, Comprehensive product information, Strong customer review base • Key Weaknesses: Limited author information for specific content, Could provide more detailed scientific backing for claims • Trust Evidence: High trust indicators including third-party testing certificates, transparent ingredient lists, clear contact information, professional customer service, and extensive authentic customer reviews • Expertise Evidence: Strong expertise shown through detailed ingredient lists, specific CBD concentrations, scientific formulation with menthol and arnica, and comprehensive product information including usage instructions • Experience Evidence: Charlotte's Web demonstrates extensive experience as a pioneer in the CBD industry, with detailed product formulations, third-party testing, and comprehensive customer reviews (235 reviews with 4.8 rating) • Authoritativeness Evidence: Well-established brand with professional website, comprehensive contact information, clear about page, retail partnerships, and B-Corp certification indicating industry recognition

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that can affect physical well-being. The page makes health-related claims about muscle relief and recovery. • Potential Harm: Incorrect usage or misleading health claims could impact user health decisions and physical well-being • Standards Required: High standards required for health product claims, ingredient transparency, safety information, and regulatory compliance

Main Content

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

MC Analysis

Strengths: Clear product specifications, Detailed ingredient information, Comprehensive customer reviews, Professional presentation • Weaknesses: Could include more scientific research backing, Some health claims could be more specific • Mc Description: Comprehensive product page for CBD cooling gel with detailed product information, ingredients, usage instructions, customer reviews, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High transparency with detailed ingredient lists, testing information, and clear business information • Trust Factors: Established brand with industry reputation, Third-party testing certificates, Comprehensive contact information, Professional website design, Authentic customer reviews • Distrust Factors: Limited specific author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'business_name': 'Charlotte's Web CBD & Botanicals', 'certifications': ['B-Corp certified'], 'industry_experience': 'Established CBD company'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product information appears accurate and transparent with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads are present but well-integrated and non-obstructive to the main content experience • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific research backing for health claims
- Include specific author attribution for content
- Provide more detailed usage guidelines

Strengths

- Strong brand reputation and trust signals
- Comprehensive product information and transparency

- Excellent customer review integration
- Professional presentation and user experience

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https://www.charlottesweb.com/products/cbd-cream

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	82

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about and sell Charlotte's Web CBD Cream, including ingredients, benefits, usage instructions, and customer reviews to help potential buyers make informed decisions. • Rating Justification: This is a well-designed e-commerce product page with comprehensive information, customer reviews, detailed product descriptions, and professional presentation. The page serves its commercial purpose effectively with good user experience.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: High volume of positive customer reviews, Third-party testing transparency, Comprehensive product information, Professional brand presentation • Key Weaknesses: Limited expert credentials visible on product page, Could benefit from more detailed scientific backing • Trust Evidence: Extensive customer reviews, third-party testing certificates mentioned, clear contact information, comprehensive policies (refund, shipping, privacy), professional presentation, and established brand reputation. • Expertise Evidence: Product shows expertise through detailed ingredient lists, specific CBD concentrations, third-party testing mentions (COA), and professional product descriptions. However, no specific expert credentials are prominently displayed on this product page. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established product lines, customer reviews (936 reviews with 4.7 rating), and detailed product information showing practical knowledge of CBD formulations. • Authoritativeness Evidence: Strong brand recognition in CBD industry, professional website design, comprehensive product information, customer loyalty program, and established business presence with contact information and policies.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a CBD topical cream making health and wellness claims. CBD products fall under health and safety YMYL as they can affect people's health decisions and wellbeing. • Potential Harm: Incorrect information about CBD effects, dosage, or safety could lead to inappropriate use or unrealistic health expectations. • Standards Required: High standards for accuracy, expertise, and trustworthiness are required due to health-related claims and CBD product promotion.

Main Content

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

MC Analysis

Strengths: Comprehensive product information, High-quality customer reviews, Clear usage instructions, Professional product imagery • Weaknesses: Could include more scientific backing, Health claims could be more carefully qualified • Mc Description: The main content includes detailed product information, ingredients, usage instructions, customer reviews, related products, and comprehensive e-commerce functionality for purchasing the CBD cream.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, testing information, and clear business information, though could benefit from more expert credentials. • Trust Factors: Extensive customer reviews, Third-party testing mentions, Clear contact information, Comprehensive policies, Professional presentation, Established brand • Distrust Factors: Limited expert author information on product page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents itself as a commercial product page with transparent pricing and product information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page presents CBD product information responsibly with appropriate disclaimers and does not make exaggerated medical claims.

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and related to the site's content without obstructing the main content. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more expert credentials or scientific backing
- Include more detailed information about third-party testing
- Consider adding more specific usage guidelines

Strengths

- Strong customer review system
- Comprehensive product information
- Professional brand presentation
- Good transparency with ingredients and policies

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https://www.charlottesweb.com/products/cbd-hip-joint-chews-for-dogs

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
85	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about CBD hip and joint chews for dogs and facilitate online purchase • Rating Justification: This is a well-designed e-commerce product page with comprehensive information, extensive customer reviews, professional presentation, and clear purchasing options. The page serves its commercial purpose effectively.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Extensive customer reviews, Third-party testing claims, Professional presentation, Detailed product information • Key Weaknesses: No specific author credentials for product information, Limited scientific backing for specific health claims, Could provide more detailed manufacturing information • Trust Evidence: Extensive customer reviews (480 reviews with 4.8 rating), third-party testing claims, professional website design, clear contact information, detailed product information, and subscription service indicates ongoing customer relationships. • Expertise Evidence: Product shows expertise in CBD formulation for pets with specific joint support ingredients. Third-party testing mentioned, NASC quality seal displayed, and detailed ingredient information provided. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product development experience. The page shows detailed product formulation with specific ingredients (hemp extract, glucosamine, turmeric, chondroitin) and dosing guidance. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. Page includes certificates of analysis, professional product photography, and comprehensive product information. Company appears to be B-Corp certified.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products for pets, which are health-related supplements that could impact animal health and safety. Pet health products fall under YMYL as they affect the wellbeing of animals under human care. • Potential Harm: Incorrect dosing, inappropriate use, or poor quality CBD products could potentially harm pets. However, the page provides dosing guidance and appears to be from a reputable company. • Standards Required: High standards for accuracy, safety information, quality claims, and regulatory compliance are required for pet health products.

Main Content

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

MC Analysis

Strengths: Detailed product information, Extensive customer reviews, Clear dosing guidance, Professional presentation, Multiple product images • Weaknesses: Could provide more scientific backing for claims, Limited information about manufacturing processes, Some marketing language could be more conservative • Mc Description: Comprehensive product page for CBD hip and joint chews for dogs, including detailed product information, ingredients, dosing guidance, customer reviews, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes

Reputation Sources –

Trust Analysis

Transparency: Good transparency with ingredient lists, dosing guidance, and customer reviews, though could be improved with more manufacturing details • Trust Factors: Extensive customer reviews, Professional website design, Clear contact information, Third-party testing claims, Established brand presence, Detailed product information • Distrust Factors: No specific author credentials, Some health claims could be better substantiated

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No apparent deceptive practices. Clear commercial purpose, honest product presentation, and transparent pricing.

Harm Analysis

Severity: none • Harm Details: No apparent harmful content. The page provides pet health products with appropriate disclaimers and dosing guidance.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific backing for health benefit claims
- Include more detailed manufacturing and quality control information
- Provide author credentials for product descriptions
- Add more specific regulatory compliance information

Strengths

- Extensive customer review system
- Professional presentation and design
- Comprehensive product information
- Clear dosing guidance
- Established brand reputation

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https://www.charlottesweb.com/products/cbd-soothing-balm-stick

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:56

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about CBD Soothing Balm Stick product and facilitate purchasing decisions through comprehensive product details, ingredients, usage instructions, and customer reviews. • Rating Justification: High-quality product page with comprehensive information, clear purpose, detailed specifications, customer reviews, and professional presentation. Meets user needs for product information and purchasing decisions.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Third-party testing and COA availability, Comprehensive ingredient transparency, Established brand with certifications, Detailed product information • Key Weaknesses: No specific author information for product descriptions, Could benefit from more detailed scientific backing • Trust Evidence: Strong trust indicators including third-party testing, certificates of analysis, detailed contact information, comprehensive policies, customer reviews, B-Corp certification, and transparent ingredient listing. • Expertise Evidence: Shows expertise through detailed product formulation information, specific CBD isolate content (1000mg), comprehensive ingredient transparency, dermatologist testing claims, and science-backed formulation details. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with detailed product information, comprehensive ingredient lists, third-party testing certificates, and established customer review system with 39 reviews averaging 4.8 stars. • Authoritativeness Evidence: Established brand with B-Corp certification, comprehensive website with multiple product categories, professional presentation, detailed FAQ section, and certificates of analysis availability.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that can affect physical well-being. The page makes health-related claims about soothing, relief, and therapeutic benefits. • Potential Harm: Incorrect information about CBD products could lead to inappropriate use, unrealistic expectations, or interference with medical treatments. • Standards Required: High standards for accuracy, transparency, third-party testing, clear disclaimers, and regulatory compliance are required for CBD health products.

Main Content

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

MC Analysis

Strengths: Detailed product specifications, Comprehensive ingredient list, Customer review integration, Clear usage instructions, Professional presentation • Weaknesses: Could include more scientific backing, Health disclaimers could be more prominent • Mc Description: Comprehensive product page featuring detailed product information, specifications, ingredients, usage instructions, customer reviews, and purchasing options for CBD Soothing Balm Stick.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High transparency with detailed ingredient lists, testing information, and company policies readily available. • Trust Factors: Third-party testing certificates, B-Corp certification, Comprehensive contact information, Detailed policies, Customer review system, Transparent ingredient listing • Distrust Factors: No specific author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': "Charlotte's Web CBD & Botanical Health & Wellness Supplements", 'certifications': ['B-Corp certification', 'Third-party testing']}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information, transparent pricing, and honest presentation of product benefits.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product information appears accurate and includes appropriate disclaimers about FDA evaluation.

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive to main content consumption. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more prominent health disclaimers
- Include more scientific references for claims
- Add author attribution for content

Strengths

- Comprehensive product information
- Third-party testing transparency
- Professional presentation
- Strong customer review system
- Clear ingredient transparency

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https://www.charlottesweb.com/products/cbd-soothing-cream

78

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide information about and sell CBD Soothing Cream product to potential customers • Rating Justification: Well-designed product page with comprehensive information, customer reviews, and professional presentation. However, lacks some depth in educational content and medical disclaimers for YMYL health topic.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional presentation, Customer reviews, Clear product information, Third-party testing mentioned • Key Weaknesses: No specific author information for product descriptions, Limited medical disclaimers for health claims • Trust Evidence: Professional website with contact information, about page, certificates of analysis mentioned, customer reviews, clear policies, and established brand reputation. • Expertise Evidence: Company demonstrates expertise through detailed product information, ingredient lists, third-party testing mentions, and professional product development. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience. Customer reviews show real user experiences with the product. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry, certified B-Corp, with professional website design and comprehensive product information.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that could impact user health and safety. The page makes health-related claims about skin care and wellness. • Potential Harm: Incorrect information about CBD products could lead to inappropriate use or unrealistic health expectations. • Standards Required: High standards for accuracy, medical disclaimers, and clear limitations of health claims are required for CBD/health products.

Main Content

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

MC Analysis

Strengths: Clear product information, Customer reviews, Detailed ingredient list, Professional images, FAQ section • Weaknesses: Could use more educational content about CBD, Limited medical disclaimers for health claims • Mc Description: Product page for CBD Soothing Cream with detailed product information, pricing, ingredients, customer reviews, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, pricing, policies, and company information available. • Trust Factors: Established brand, Professional website, Contact information, About page, Customer reviews, Certificates of analysis mentioned, Clear policies • Distrust Factors: No specific author attribution for product content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information and pricing.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product appears to be legitimate CBD topical with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to main content viewing. • User Experience Impact: Minimal impact on user experience.

Recommendations

Improvements

- Add more comprehensive medical disclaimers for health claims
- Include more educational content about CBD
- Add author attribution for product descriptions

Strengths

- Professional brand presentation
- Comprehensive product information
- Customer review integration
- Clear pricing and policies

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https://www.charlottesweb.com/products/daily-care-17mg-cbd-oil

85

Confidence: 0.9

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

85	PQ Score	89	E-E-A-T Overall	85	Experience	90	Expertise
88	Authoritativeness	92	Trust	88	Content Effort	75	Originality
90	Skill	92	Accuracy	88	Reputation		

Page Quality

PQ Rating high

PQ Score 85

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling Charlotte's Web Daily Care 17mg CBD Oil with detailed product information, customer reviews, and purchasing options. • Rating Justification: This is a high-quality product page for a legitimate CBD product with comprehensive information, extensive customer reviews, professional presentation, and clear value proposition. The page serves its commercial purpose well with detailed product specifications and user guidance.

E-E-A-T

Overall	89
Experience	85
Expertise	90
Authoritativeness	88
Trust	92

E-E-A-T Analysis

Key Strengths: Extensive customer reviews and ratings, Third-party testing and COAs, Professional brand presentation, Detailed product information, Clear regulatory compliance • Key Weaknesses: No individual author attribution for product descriptions, Limited specific expertise credentials displayed • Trust Evidence: High trust indicators include extensive customer reviews, third-party testing, clear contact information, professional certifications, detailed ingredient disclosure, FDA compliance statements, clear return/shipping policies, and transparent business practices. • Expertise Evidence: Strong expertise shown through detailed product specifications (17mg CBD per 1mL), third-party testing with Certificates of Analysis, comprehensive supplement facts, multiple flavor formulations, and professional product photography. Technical knowledge evident in extraction methods and cannabinoid profiles. • Experience Evidence: Charlotte's Web demonstrates extensive experience with 1,577 customer reviews (4.7/5 rating), detailed product information including dosage guidance, usage instructions, and comprehensive ingredient lists. The company shows practical knowledge of CBD formulation and customer needs. • Authoritativeness Evidence: Charlotte's Web is a well-established CBD brand with professional website, comprehensive product line, retail partnerships, B-Corp certification, and extensive customer base. Professional presentation with detailed product information and regulatory compliance statements.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD oil products that are consumed for health and wellness purposes. CBD products directly impact user health and safety, making this clearly YMYL content requiring high standards for accuracy and trustworthiness. • Potential Harm: Incorrect dosage information, misleading health claims, or poor product quality could cause health issues. However, the page includes appropriate disclaimers and regulatory compliance statements. • Standards Required: High standards for product safety information, accurate ingredient disclosure, proper health disclaimers, and regulatory compliance are required and appear to be met.

Main Content

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

MC Analysis

Strengths: Clear product specifications, Extensive customer reviews, Professional product imagery, Detailed ingredient information, Usage guidance, Multiple product variants • Weaknesses: Could benefit from more detailed dosage guidance, Limited scientific backing for specific claims • Mc Description: Comprehensive product page for Daily Care 17mg CBD Oil including product images, detailed descriptions, ingredient lists, usage instructions, customer reviews, pricing, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	88
Has Contact Info	Yes
Has Author Info	No

Has About Info Yes

Reputation Sources -

Trust Analysis

Transparency: High transparency with detailed ingredient lists, supplement facts, customer reviews, and business information. • Trust Factors: 1,577 customer reviews with 4.7/5 rating, Third-party testing mentioned, Clear contact information, Professional website design, B-Corp certification, Detailed policies, FDA compliance statements • Distrust Factors: No individual author attribution

Creator

Creator Identified Yes

Creator Type business

Credentials {}

Reputation positive

Quality Flags

Is Spam No

Spam Type none

Copied Content No

AI Generated No

Adequate Effort Yes

Has Originality Yes

Is Deceptive No

Deceptive Purpose True

Deceptive Design True

MC Obstructed No

Harmful – Indiv. No

Harmful – Groups No

Misleading No

Harmful Categories -

Ads Present Yes

Ads Obstructive No

Monetization OK Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, honest product presentation, and transparent business practices.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Page includes appropriate FDA disclaimers and does not make unsubstantiated medical claims. Product appears to be legitimate CBD oil with proper labeling.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and related product suggestions that are relevant to the main content. • User Experience Impact: Minimal negative impact on user experience. Ads are relevant and not overly intrusive.

Recommendations

Improvements

- Add more detailed dosage guidance from healthcare professionals
- Include more scientific backing for product benefits
- Add author attribution for content

Strengths

- Extensive customer review system
- Professional product presentation
- Regulatory compliance
- Transparent ingredient disclosure
- Third-party testing

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<https://www.charlottesweb.com/products/daily-care-25mg-thc-free-cbd-oil>

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide product information and facilitate purchase of Charlotte's Web Daily Care THC-Free CBD Oil • Rating Justification: This is a well-constructed product page for a legitimate CBD product with good information architecture, clear purpose, and satisfactory content quality. However, it's primarily commercial content without exceptional depth or unique value.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Third-party testing mentions, Professional presentation • Key Weaknesses: No visible author credentials, Limited expertise credentials displayed, Could benefit from more detailed company background • Trust Evidence: Site has contact information, about pages, professional design, customer reviews, and mentions third-party testing. However, lacks visible author credentials for specific content. • Expertise Evidence: Company demonstrates expertise through detailed product specifications, third-party testing mentions, Certificate of Analysis references, and comprehensive product information including ingredients and serving sizes. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience. The page shows detailed product information, usage instructions, and customer reviews indicating real-world experience with the product. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site shows professional presentation, comprehensive contact information, about pages, and appears to be an established business entity.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a CBD health supplement product page making health and wellness claims. CBD products fall under health/safety YMYL as they can impact user health and wellbeing. • Potential Harm: Incorrect information about CBD products could lead to inappropriate use, drug interactions, or false health expectations. • Standards Required: High standards for accuracy, expertise, and trustworthiness are required for health supplement content.

Main Content

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

MC Analysis

Strengths: Clear product information, Detailed specifications, Customer reviews, FAQ section, Professional presentation • Weaknesses: Could benefit from more scientific backing, Limited educational content about CBD • Mc Description: Product page for Charlotte's Web Daily Care THC-Free CBD Oil with detailed product information, pricing, ingredients, usage instructions, and purchase options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency about product and company, but limited transparency about content authorship • Trust Factors: Established brand, Contact information available, About page present, Professional design, Customer reviews, Third-party testing mentions • Distrust Factors: No specific author credentials, Limited transparency about content creation

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No apparent harmful content. Product appears to be legitimate CBD oil with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add author credentials or expert review
- Include more scientific backing for health claims
- Enhance educational content about CBD
- Make FDA disclaimers more prominent

Strengths

- Professional presentation
- Comprehensive product information

- Good user experience
- Established brand reputation
- Customer review integration

110

<https://www.charlottesweb.com/products/daily-care-60mg-cbd-oil>

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

82	PQ Score	84	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	85	Trust	85	Content Effort	75	Originality
85	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial product page for Daily Care 60MG CBD Oil, providing detailed product information, pricing, customer reviews, and purchase options • Rating Justification: High-quality product page with comprehensive information, professional design, extensive customer feedback, and clear commercial purpose. Meets user needs for CBD product information and purchasing.

E-E-A-T

Overall 84

Experience 85

Expertise 80

Authoritativeness 85

Trust 85

E-E-A-T Analysis

Key Strengths: Extensive customer reviews and ratings, Third-party testing and certificates, Professional healthcare practitioner resources, Clear product information and specifications • Key Weaknesses: Limited author information for specific content, Could benefit from more detailed company history on product pages • Trust Evidence: Strong trust signals including contact information, about page, certificates of analysis, customer reviews, professional design, clear pricing, and transparent business practices • Expertise Evidence: Company shows expertise through detailed product specifications, supplement facts, third-party testing certificates, professional healthcare practitioner portal, and comprehensive ingredient information • Experience Evidence: Charlotte's Web demonstrates significant experience as a pioneer in the CBD industry, with detailed product information, comprehensive testing protocols, and extensive customer reviews (2,513 reviews with 4.7 rating) • Authoritativeness Evidence: Well-established brand with clear company information, professional website design, certified B-Corp status, retail partnerships, and comprehensive legal/policy pages

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that can affect physical well-being. The page makes health-related claims about stress, calm, recovery, and overall balance. • Potential Harm: Incorrect information about CBD products could lead to inappropriate use, drug interactions, or unrealistic health expectations • Standards Required: High standards required for health product information, including accurate dosing, safety information, and appropriate disclaimers

Main Content

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

MC Analysis

Strengths: Detailed product specifications, Extensive customer reviews, Clear pricing and options, Professional product imagery, Comprehensive FAQ section • Weaknesses: Could include more scientific backing for claims, Limited educational content about CBD in general • Mc Description: Comprehensive product page featuring detailed product information, specifications, pricing, customer reviews, related products, and purchase options for CBD oil

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High transparency with clear company information, product details, pricing, and business practices • Trust Factors: Professional website design, Extensive customer reviews, Clear contact information, Certificates of analysis, Transparent business practices, B-Corp certification • Distrust Factors: Limited specific author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{company: 'Charlotte's Web CBD & Botanical Health & Wellness Supplements', 'certifications': 'B-Corp certified', 'industry_experience': 'Pioneer in CBD industry'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, transparent pricing, and honest product representation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate disclaimers present for health-related claims.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific research backing for health claims
- Include more detailed company history and founder information
- Enhance educational content about CBD

Strengths

- Extensive customer review system
- Professional product presentation

- Clear business transparency
- Comprehensive product specifications
- Strong trust signals

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https://www.charlottesweb.com/products/daily-care-cbd-gummies

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

80	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial product page designed to inform customers about Daily Care CBD Gummies and facilitate purchases. The page successfully provides product details, customer feedback, and purchasing options. • Rating Justification: This is a well-designed product page for a CBD gummy product that serves its commercial purpose effectively. It provides comprehensive product information, customer reviews, detailed specifications, and clear purchasing options. The page meets user needs for product research and purchasing decisions.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Extensive verified customer reviews, Detailed product specifications and testing, Professional brand presentation, Transparent ingredient and dosage information • Key Weaknesses: No clear author information for content, Limited visible credentials of content creators, Could benefit from more detailed expertise credentials • Trust Evidence: Strong trust signals include extensive customer reviews, detailed contact information, comprehensive policies (refund, shipping, privacy), third-party testing mentions, professional design, and transparent product information including supplement facts. • Expertise Evidence: The page shows expertise through detailed product specifications, supplement facts panels, ingredient lists, and third-party testing mentions (Certificates of Analysis). The company appears knowledgeable about CBD formulations and regulatory requirements. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established product lines, detailed product information, and comprehensive customer reviews (510 reviews with 4.8/5 rating). The company shows practical experience in CBD product development and manufacturing. • Authoritativeness Evidence: Charlotte's Web appears to be a recognized brand in the CBD space with professional website design, comprehensive product information, loyalty programs, and retail partnerships. The brand has established authority indicators including B-Corp certification mentioned in navigation.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products which are health supplements that can affect people's health and wellbeing. CBD products fall under health and safety YMYL as they make health-related claims and could impact user health decisions. • Potential Harm: Incorrect information about CBD products could lead to inappropriate usage, drug interactions, or health complications. The page makes health claims about stress management, sleep support, and inflammation. • Standards Required: High standards for accuracy, transparency, third-party testing, clear disclaimers, and compliance with health product regulations are required.

Main Content

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

MC Analysis

Strengths: Comprehensive product information, Extensive customer reviews, Clear pricing and options, Professional product photography, Detailed supplement facts • Weaknesses: Could benefit from more detailed usage guidance, Health claims could be more clearly substantiated, Author information for content is lacking • Description: The main content consists of a comprehensive product page for CBD gummies including product images, detailed descriptions, customer reviews, supplement facts, ingredient lists, pricing, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No

Has About Info Yes

Reputation Sources -

Trust Analysis

Transparency: Good transparency in product information, ingredients, pricing, and policies. Could improve with more author/expert credentials. • Trust Factors: Extensive customer reviews, Professional design, Detailed contact information, Comprehensive policies, Third-party testing mentions, B-Corp certification reference • Distrust Factors: No clear author information, Limited visible credentials for health claims

Creator

Creator Identified Yes

Creator Type business

Credentials {}

Reputation positive

Quality Flags

Is Spam No

Spam Type none

Copied Content No

AI Generated -

Adequate Effort Yes

Has Originality Yes

Is Deceptive No

Deceptive Purpose True

Deceptive Design True

MC Obstructed No

Harmful - Indiv. No

Harmful - Groups No

Misleading No

Harmful Categories -

Ads Present Yes

Ads Obstructive No

Monetization OK Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. The page clearly presents its commercial purpose and provides transparent product information.

Harm Analysis

Severity: none • Harm Details: No apparent harmful content detected. The page appears to present CBD products responsibly with appropriate disclaimers and product information.

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive to the main content. The page includes promotional elements like subscription offers which are clearly marked. • User Experience Impact: Minimal negative impact on user experience. Promotional content is relevant and clearly distinguished.

Recommendations

Critical Issues

- Ensure all health claims comply with FDA regulations
- Verify accuracy of supplement facts

Improvements

- Add author/expert credentials for content creators
- Enhance substantiation of health claims
- Include more detailed usage guidance
- Add more visible third-party testing information

Strengths

- Comprehensive customer review system
- Professional product presentation
- Transparent pricing and policies
- Detailed product specifications
- Strong brand authority indicators

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https://www.charlottesweb.com/products/daily-care-cbd-gummies-bundle

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about and sell Charlotte's Web Daily Care CBD Gummies Bundle, including product specifications, customer reviews, and purchasing options. • Rating Justification: This is a well-designed e-commerce product page for a CBD gummies bundle with comprehensive product information, extensive customer reviews, detailed specifications, and clear purchasing options. The page serves its commercial purpose effectively with good user experience.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Extensive verified customer reviews, Detailed product specifications and testing, Comprehensive company information and policies, Professional brand presentation • Key Weaknesses: No specific author credentials visible, Limited specific expertise credentials displayed, Could benefit from more detailed company background • Trust Evidence: Strong trust indicators include extensive customer reviews, detailed contact information, comprehensive policies (refund, shipping, privacy), third-party testing mentions, professional website design, and transparent product information including ingredients and supplement facts. • Expertise Evidence: The page shows expertise through detailed product information including supplement facts, ingredient lists, third-party testing mentions (COA), and comprehensive FAQ section addressing CBD-specific questions. The brand appears to have specialized knowledge in CBD products. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with detailed product information, comprehensive customer reviews (510 reviews with 4.8 rating), and established brand presence. The company shows practical experience through detailed product specifications, usage instructions, and customer support. • Authoritativeness Evidence: Charlotte's Web appears to be an established CBD brand with professional website design, comprehensive product catalog, customer loyalty program, and mentions of certifications. The brand has clear positioning in the CBD market with detailed product lines.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products which are health supplements that can affect people's health and wellbeing. CBD products fall under health and safety YMYL category as they make health-related claims and are consumed for wellness purposes. • Potential Harm: Incorrect information about CBD products, dosage, or health claims could potentially harm users' health decisions. The page makes claims about stress management, sleep support, and daily wellness. • Standards Required: High standards for accuracy, transparency, third-party testing, clear disclaimers, and responsible health claims are required for CBD/supplement products.

Main Content

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

MC Analysis

Strengths: Comprehensive product information, Extensive customer reviews and ratings, Clear pricing and options, Detailed ingredient and supplement facts, Professional product photography • Weaknesses: Could benefit from more detailed company expertise credentials, Some health claims could be more clearly qualified, Author information not prominently displayed • Mc Description: The main content includes detailed product information for CBD gummies bundle, pricing, variant options, customer reviews, product images, ingredient lists, FAQ section, and purchasing interface.

Trust & Reputation

Trust Level	high
Reputation Score	85

Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with detailed product information, ingredients, pricing, and policies clearly displayed. • Trust Factors: Extensive customer reviews with high ratings, Detailed contact information and policies, Professional website design, Third-party testing mentions, Comprehensive product information, Clear return and shipping policies • Distrust Factors: No specific author credentials visible, Limited detailed company background on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents its commercial purpose, provides accurate product information, and maintains transparent design.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page appears to present CBD products responsibly with appropriate disclaimers and does not make exaggerated health claims.

Ads Analysis

Ad Placement: Ads appear to be present but are not obstructive to the main content and user experience. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more prominent author/expert credentials
- Include more detailed company background and expertise
- Enhance health claim qualifications
- Add more specific third-party certification details

Strengths

- Extensive verified customer reviews
- Comprehensive product information
- Professional design and user experience
- Transparent pricing and policies
- Responsible health product presentation

113

<https://www.charlottesweb.com/products/daily-care-thc-free-cbd-gummies>

85

Confidence: 0.9

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

85	PQ Score	90	E-E-A-T Overall	85	Experience	90	Expertise
95	Authoritativeness	90	Trust	90	Content Effort	85	Originality
90	Skill	85	Accuracy	90	Reputation		

Page Quality

PQ Rating high

PQ Score 85

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about THC-free CBD gummies and facilitate purchase decisions for potential customers • Rating Justification: High-quality product page with comprehensive information, clear purpose, detailed specifications, customer reviews, and professional presentation for a legitimate CBD product

E-E-A-T

Overall 90

Experience 85

Expertise 90

Authoritativeness 95

Trust 90

E-E-A-T Analysis

Key Strengths: Established industry leader, Transparent testing practices, Comprehensive product information, Strong customer review system • Key Weaknesses: Limited author attribution for specific content, Could provide more detailed sourcing for health claims • Trust Evidence: Comprehensive contact information, detailed about page, third-party testing transparency, clear return/shipping policies, and extensive customer review system • Expertise Evidence: Company shows deep CBD expertise through detailed product information, third-party testing certificates, comprehensive FAQ section, and healthcare professional portal • Experience Evidence: Charlotte's Web demonstrates extensive experience as a pioneer in CBD industry since 2013, with detailed product development history and real customer reviews (241 reviews with 4.7/5 rating) • Authoritativeness Evidence: Well-established brand with clear company information, Certified B-Corp status, retail partnerships, wholesale opportunities, and professional practitioner programs

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products directly relate to health and wellness, making health claims about stress management and overall wellness • Potential Harm: Incorrect dosage information or misleading health claims could impact user health decisions • Standards Required: High standards for accuracy, transparency, third-party testing, and clear disclaimers about FDA evaluation

Main Content

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

MC Analysis

Strengths: Clear product specifications, Detailed ingredient information, Comprehensive FAQ section, Strong customer review integration • Weaknesses: Could provide more scientific backing for claims, Limited educational content about CBD mechanisms • Mc Description: Detailed product page for THC-free CBD gummies with comprehensive product information, specifications, customer reviews, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	90
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: High level of transparency with testing, ingredients, and company information • Trust Factors: Comprehensive contact information, Detailed about page, Third-party testing transparency, Clear policies, Established company history • Distrust Factors: No specific author attribution, Some marketing language could be more conservative

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Charlotte's Web CBD & Botanical Health & Wellness Supplements', 'certifications': 'Certified B-Corp', 'industry_experience': 'Established CBD company since 2013'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information and transparent business practices

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product appears to be legitimate CBD product with appropriate disclaimers

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more specific author attribution for content
- Provide more scientific backing for health claims
- Include more detailed educational content about CBD

Strengths

- Strong brand reputation and transparency
- Comprehensive product information

- Excellent customer review integration
- Appropriate YMYL content handling

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https://www.charlottesweb.com/products/daily-care-thc-free-cbd-gummies-bundle

83

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

82	PQ Score	84	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	85	Trust	85	Content Effort	80	Originality
85	Skill	82	Accuracy	85	Reputation		

Page Quality

PQ Rating	high
PQ Score	82

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial product page designed to inform customers about and sell CBD gummy bundles, providing detailed product information, pricing, and purchase functionality. • Rating Justification: High-quality product page with comprehensive information, professional design, clear purpose, and good user experience. Meets commercial intent well with detailed product specifications, pricing, and purchase options.

E-E-A-T

Overall	84
Experience	85
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive product information, Customer reviews and ratings, Professional presentation, Third-party testing mentioned • Key Weaknesses: No visible author credentials for content, Limited specific expertise credentials displayed, Could benefit from more detailed company history • Trust Evidence: Multiple trust signals including customer reviews, certificates of analysis mentioned, contact information, about page, return policy, privacy policy, professional design, and established brand reputation in CBD industry. • Expertise Evidence: Company shows expertise through detailed product specifications, third-party testing certificates mentioned, comprehensive FAQ section, and professional product photography. Technical details about broad-spectrum CBD and THC-free formulations indicate industry knowledge. • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD industry with detailed product information, comprehensive ingredient lists, supplement facts panels, and customer reviews (4.7/5 from 241 reviews). Product descriptions show practical knowledge of CBD effects and usage. • Authoritativeness Evidence: Charlotte's Web is a well-established CBD brand with professional website, comprehensive product line, retail partnerships mentioned, B-Corp certification, and extensive customer base. Professional presentation and industry standing support authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health-related supplements that could impact user health and safety. Product makes health-related claims about stress management, wellness support, and daily use effects. • Potential Harm: Incorrect information about CBD effects, dosage, or safety could lead to improper use or health risks. Health claims require careful substantiation. • Standards Required: High standards for accuracy, expertise in health/wellness, clear disclaimers, and responsible health claims are required for CBD products.

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple pricing options, Customer reviews, Detailed ingredients, Professional presentation • Weaknesses: Could use more detailed usage guidance, Health claims could be better qualified • Mc Description: Comprehensive product page for CBD gummy bundles including detailed descriptions, pricing options, ingredient information, usage instructions, customer reviews, and purchase functionality.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with policies, contact info, and product details clearly provided • Trust Factors: Established brand, Customer reviews, Contact information, Return policy, Privacy policy, Professional design, Third-party testing mentioned • Distrust Factors: No specific author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product information appears accurate and responsible. Appropriate disclaimers present.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content. Promotional elements are clearly related to the product and brand. • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more prominent FDA disclaimers
- Include more specific usage guidance
- Consider adding expert endorsements or credentials
- Enhance health claim qualifications

Strengths

- Established brand reputation
- Comprehensive product information
- Professional presentation
- Customer review integration
- Clear e-commerce functionality

115

https://www.charlottesweb.com/products/daily-recovery-cbd-gummies

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about Daily Recovery CBD Gummies and facilitate purchase decisions through product specifications, customer reviews, and e-commerce functionality. • Rating Justification: This is a well-designed product page for a CBD supplement with comprehensive information, customer reviews, and proper disclaimers. While it serves its commercial purpose effectively, it's primarily promotional content rather than highly informative content that would warrant a higher rating.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand with extensive customer reviews, Professional product presentation with detailed specifications, Proper legal disclaimers and third-party testing mentions, Comprehensive business information and policies • Key Weaknesses: No visible author credentials for content, Limited specific expertise credentials displayed, Could provide more detailed company background information • Trust Evidence: Multiple trust signals present: extensive customer reviews, third-party testing mentions, proper FDA disclaimers, contact information, about page, return/shipping policies, and professional presentation. However, lacks visible author credentials for content. • Expertise Evidence: Strong expertise shown through detailed product specifications, supplement facts, ingredient information, third-party testing mentions (COA), and comprehensive FAQ section addressing CBD-specific questions. Professional product photography and technical details indicate industry knowledge. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established product lines, detailed product information, and comprehensive customer reviews (321 reviews with 4.8 rating). The company shows practical experience in CBD formulation and manufacturing. • Authoritativeness Evidence: Charlotte's Web appears to be a recognized brand in the CBD industry with professional website design, comprehensive product catalog, established business operations, and proper legal disclaimers. The site includes proper contact information and business details.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes CBD supplements that make health claims about joint health, inflammation, and recovery. CBD products fall under health and safety YMYL as they can affect physical health and wellbeing. • Potential Harm: Incorrect information about CBD effects, dosage, or safety could lead to health issues. The page makes specific health claims about joint support and inflammation management. • Standards Required: High standards required for accuracy of health claims, proper disclaimers, evidence-based information, and clear safety information.

Main Content

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

MC Analysis

Strengths: Detailed product specifications and ingredients, Extensive customer review system, Clear pricing and purchase options, Comprehensive FAQ section, Professional product imagery • Weaknesses: Could provide more scientific evidence for health claims, Limited information about manufacturing processes, Could include more detailed safety information • Mc Description: Comprehensive product page for CBD gummies including detailed product information, ingredients, supplement facts, customer reviews, FAQ section, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	80
Has Contact Info	Yes

Has Author Info	No
Has About Info	Yes
Reputation Sources	-

Trust Analysis

Transparency: Good transparency with product information, ingredients, pricing, and policies clearly displayed. • Trust Factors: Professional website design, Extensive customer reviews, Clear contact information, Proper legal disclaimers, Third-party testing mentions, Established business policies • Distrust Factors: No visible author credentials, Limited company background details on this page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents as a commercial product page with transparent pricing, ingredients, and business information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page includes proper FDA disclaimers and does not make exaggerated or dangerous health claims. Information appears factual and includes appropriate warnings.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content. Related product recommendations are relevant and non-intrusive. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more detailed company background and expertise credentials
- Include more scientific evidence or studies supporting health claims
- Provide more detailed safety and interaction information
- Consider adding author credentials for content

Strengths

- Comprehensive product information and customer reviews
- Professional presentation with proper legal disclaimers
- Transparent pricing and business policies
- High-quality user experience design

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https://www.charlottesweb.com/products/daily-recovery-cbd-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

75	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	80	Content Effort	70	Originality
75	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed product information and facilitate purchase of CBD gummy bundles for recovery purposes • Rating Justification: This is a well-designed e-commerce product page with comprehensive product information, customer reviews, and clear purchasing options. While it serves its commercial purpose effectively, it lacks the depth of expertise or unique value that would elevate it to high quality.

E-E-A-T

Overall 85

Experience 85

Expertise 80

Authoritativeness 85

Trust 90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Extensive customer reviews, Third-party testing, Clear ingredient disclosure, Professional presentation • Key Weaknesses: No visible author credentials for content, Limited scientific backing for specific health claims, Could provide more detailed testing information • Trust Evidence: Site has SSL security, comprehensive contact information, clear refund/shipping policies, third-party testing mentioned, professional design, and extensive customer reviews. The company appears transparent about ingredients and testing. • Expertise Evidence: Product contains specific CBD dosage information (10mg/serving), detailed ingredient lists, supplement facts panel, and third-party testing certificates. The company demonstrates knowledge of CBD extraction and formulation with full-spectrum hemp extract. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established product lines, detailed product information, and comprehensive customer reviews (321 reviews with 4.8 rating). The company shows practical experience in CBD formulation and customer service. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry, has retail partnerships, wholesale opportunities, and appears to be a legitimate business entity. The site shows professional design and comprehensive business operations.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes CBD products for health purposes including joint health, inflammation management, and recovery. CBD products can have health effects and interactions, making this clearly YMYL content. • Potential Harm: Incorrect dosage, drug interactions, or misleading health claims could cause physical harm. CBD products may interact with medications or have side effects. • Standards Required: High standards for accuracy, safety information, proper disclaimers, and evidence-based claims are required for health-related products.

Main Content

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

MC Analysis

Strengths: Comprehensive product details, Extensive customer reviews, Clear ingredient disclosure, Professional presentation, Good user experience • Weaknesses: Could include more scientific evidence, Health claims could be more conservative, Missing detailed safety information • Mc Description: The main content includes detailed product information, ingredients, dosage, customer reviews, FAQ section, and purchasing options for CBD recovery gummies.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No

Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, supplement facts, and business information clearly provided
 • Trust Factors: SSL security, Professional design, Clear contact information, Comprehensive policies, Customer reviews, Third-party testing mentioned, Established brand
 • Distrust Factors: No visible author credentials, Some marketing language could be more conservative

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No evidence of deceptive practices. Purpose is clear as e-commerce, design is straightforward, and information appears accurate.

Harm Analysis

Severity: none • Harm Details: No evidence of harmful content. The page includes appropriate disclaimers and appears to present CBD products responsibly.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and related products, which is appropriate for an e-commerce site • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific evidence for health claims
- Include more detailed safety and interaction information
- Provide author credentials for health-related content
- Add more conservative language around health benefits

Strengths

- Professional presentation
- Comprehensive customer reviews
- Clear ingredient disclosure
- Good user experience
- Appropriate disclaimers

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<https://www.charlottesweb.com/products/daytime-10mg-thc-gummies>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: Product page for THC gummies providing detailed product information, benefits, ingredients, and purchasing options. • Rating Justification: Well-designed product page with comprehensive information, but lacks detailed medical/scientific backing for health claims in YMYL context.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing, Detailed product information, Professional presentation • Key Weaknesses: Limited author information for content, Could provide more detailed sourcing for health claims • Trust Evidence: Third-party testing mentioned, detailed contact information, comprehensive FAQ section, clear policies, and established business presence. • Expertise Evidence: Company demonstrates expertise through third-party testing, detailed product information, supplement facts, and professional product development with azuca TIME Infusion technology. • Experience Evidence: Charlotte's Web is a well-established CBD company with over 10 years in the market. Customer reviews show real user experiences with the product. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry, certified B-Corp, with retail partnerships and professional healthcare practitioner programs.

YMYL

Is YMYL Yes

Category	health_safety
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Risk Level	clear_ymyl
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YMYL Analysis

Reasoning: THC products directly impact health and safety, with psychoactive effects, drug test implications, and potential interactions with medications. • Potential Harm: Improper use could lead to impairment, failed drug tests, medication interactions, or adverse effects if used inappropriately. • Standards Required: High standards required for accuracy, safety warnings, dosage guidance, and medical disclaimers.

Main Content

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

Strengths: Clear product information, Comprehensive FAQ, Customer reviews, Detailed ingredient list, Safety warnings • Weaknesses: Could provide more scientific evidence for claims, Limited medical professional input visible • Mc Description: Product page for Daytime 10mg THC Gummies with detailed product information, benefits, ingredients, customer reviews, and purchasing options.

Trust & Reputation

Trust Level	high
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Reputation Score	85
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Has Contact Info	Yes
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Has Author Info	No
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Has About Info	Yes
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Reputation Sources	–
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Trust Analysis

Transparency: Good transparency with ingredient lists, testing mentions, and clear business information. • Trust Factors: Established brand, Third-party testing, Clear policies, Professional presentation, Customer reviews, Contact information • Distrust Factors: No visible author information for content

Creator

Creator Identified	Yes
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Creator Type	business
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Credentials	{}
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Reputation	positive
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Quality Flags

Is Spam	No
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Spam Type	none
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Copied Content	No
AI Generated	No
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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear product information and honest presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Appropriate warnings about THC effects, drug testing, and safety precautions are included.

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive to main content. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more scientific evidence for health claims
- Include medical professional review or input
- Provide more detailed sourcing for product benefits
- Consider adding more comprehensive safety information

Strengths

- Professional presentation
- Comprehensive product information
- Appropriate safety warnings
- Established brand trust

- Customer review integration

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https://www.charlottesweb.com/products/downtime-10mg-thc-gummies

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:26

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

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https://www.charlottesweb.com/products/energy-endurance-cbd-gummies

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

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

Page Quality

PQ Rating	medium_plus
PQ Score	75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide product information and enable purchase of Energy & Endurance CBD Gummies • Rating Justification: This is a well-designed e-commerce product page for a CBD supplement with detailed product information, proper disclaimers, and good user experience. While it serves its commercial purpose well, it's not exceptional content that would warrant a high rating.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing mentioned, Detailed product information, Proper regulatory disclaimers • Key Weaknesses: No specific author credentials for product descriptions, Limited scientific backing for specific claims, Could provide more detailed testing information • Trust Evidence: Site has proper contact information, about page, clear policies, third-party testing mentioned, proper disclaimers, and appears to be a legitimate business operation • Expertise Evidence: Product shows detailed supplement facts, ingredient lists, proper dosage information, and mentions third-party testing. Company appears knowledgeable about CBD formulations and regulatory requirements • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product formulations, third-party testing, and detailed product information showing practical experience in CBD manufacturing • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry, has proper business credentials, certified B-Corp status, and appears to follow industry standards for product labeling and marketing

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page is selling CBD supplements that make health-related claims about energy, endurance, and wellness. CBD products fall under health and safety YMYL as they can affect people's health and wellbeing. • Potential Harm: Incorrect information about CBD effects, dosage, or safety could lead to health issues or inappropriate use • Standards Required: High standards for accuracy, proper disclaimers, regulatory compliance, and evidence-based claims

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple high-quality images, Detailed ingredient lists, Customer reviews, Proper disclaimers • Weaknesses: Could provide more scientific evidence for claims, Limited author information for content • Mc Description: Product page for CBD gummies with detailed product information, images, pricing, ingredient lists, customer reviews, and purchase options

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with ingredient lists, policies, and business information • Trust Factors: Established brand, Contact information available, About page present, Proper disclaimers, Third-party testing mentioned, Customer reviews • Distrust Factors: No specific author credentials, Limited detailed testing information

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Page includes proper disclaimers and appears to follow CBD marketing regulations.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add more detailed third-party testing results
- Include author credentials for content creators
- Provide stronger scientific backing for health claims

Strengths

- Established brand reputation
- Comprehensive product information
- Good user experience

- Proper regulatory compliance

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https://www.charlottesweb.com/products/energy-endurance-cbd-gummies-bundle

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Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

75	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	80	Content Effort	70	Originality
85	Skill	80	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling CBD gummies with energy and endurance benefits, providing product information and facilitating purchases. • Rating Justification: Well-designed e-commerce product page with comprehensive information, customer reviews, and professional presentation. Meets commercial purpose effectively but lacks some depth in educational content.

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing transparency, Detailed product information, Professional presentation • Key Weaknesses: No author information for content, Limited scientific backing for specific claims, Could provide more detailed dosage guidance • Trust Evidence: Third-party testing mentioned, Certificate of Analysis available, clear contact information, about page present, professional business operations, and transparent ingredient listing. • Expertise Evidence: Detailed supplement facts, third-party testing mentions, Certificate of Analysis references, specific ingredient information (25mg CBD, beetroot, green tea), and professional product formulation. • Experience Evidence: Product descriptions show practical understanding of CBD use cases (trail runners, skiers, everyday movers). Customer reviews demonstrate real user experiences with specific use cases like pre-workout routines. • Authoritativeness Evidence: Charlotte's Web is a well-established CBD brand, Certified B-Corp status mentioned, comprehensive product information, professional website design, and established retail presence.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health supplements that can affect physical well-being. Claims about energy, endurance, and health benefits make this clearly YMYL content requiring high standards. • Potential Harm: Incorrect dosage, drug interactions, or misleading health claims could impact user health and safety. • Standards Required: High standards for accuracy, transparency, third-party testing, clear disclaimers, and regulatory compliance.

Main Content

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

MC Analysis

Strengths: Clear product information, Customer reviews with ratings, Detailed ingredient lists, Professional presentation, Multiple product images • Weaknesses: Could provide more educational content about CBD, Limited scientific references for claims • Mc Description: Product page for CBD gummies with comprehensive product information, pricing, customer reviews, ingredient details, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, testing information, and company information available. • Trust Factors: Established brand, Third-party testing, Certificate of Analysis, Professional website, Clear contact information, Certified B-Corp status • Distrust Factors: No specific author information, Some health claims could be better substantiated

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, transparent pricing, and honest product presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product appears to be legitimate CBD supplement with appropriate disclaimers.

Ads Analysis

Ad Placement: Promotional banners and related product suggestions are present but not obstructive to main content. • User Experience Impact: Minimal negative impact, ads are relevant and well-integrated.

Recommendations

Improvements

- Add more scientific references for health claims
- Provide more detailed dosage guidance
- Include author information for content
- Expand educational content about CBD

Strengths

- Professional presentation
- Third-party testing transparency

- Comprehensive product information
- Good customer review system
- Clear contact and company information

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<https://www.charlottesweb.com/products/energy-support-mushroom-gummies>

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed product information and facilitate purchase of Energy Support Mushroom Gummies • Rating Justification: Well-designed e-commerce product page with comprehensive information, customer reviews, and professional presentation, but lacks deep scientific backing for health claims

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Customer review system, Professional presentation, Clear policies • Key Weaknesses: No specific author credentials for product descriptions, Limited scientific backing for specific claims, Functional mushroom claims could be more substantiated • Trust Evidence: Contact information available, about page present, customer reviews, return policy, privacy policy, SSL security, professional presentation • Expertise Evidence: Detailed supplement facts, third-party testing mentioned, specific mushroom extracts (cordyceps, shiitake) with clear dosage information, professional product photography • Experience Evidence: Charlotte's Web is a well-established CBD company with real customer reviews (98 reviews with 4.7 rating) and detailed product information based on actual product development • Authoritativeness Evidence: Established brand with comprehensive website, professional design, detailed product information, customer reviews system, loyalty program, and clear business information

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a health supplement product page making claims about energy, stamina, endurance, and athletic performance - clearly falls under health and safety YMYL • Potential Harm: Incorrect dosage, interactions with medications, or misleading health claims could impact user health decisions • Standards Required: High standards required for health supplement claims, FDA compliance, clear disclaimers, and accurate product information

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple high-quality images, Customer review system, Detailed ingredient list, FAQ section • Weaknesses: Could provide more scientific evidence for claims, Some promotional language mixed with factual information • Mc Description: Comprehensive product page for Energy Support Mushroom Gummies with detailed product information, images, customer reviews, ingredients, and purchase options

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with ingredients, policies, and business information • Trust Factors: Established brand, Professional website, Customer reviews, Clear policies, Contact information, SSL security • Distrust Factors: No specific author credentials, Some promotional language

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear e-commerce purpose with transparent product information

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Product appears to be legitimate supplement with appropriate disclaimers

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific backing for health claims
- Include author credentials for content
- Provide more detailed research citations
- Enhance FDA disclaimer visibility

Strengths

- Professional design and presentation
- Comprehensive product information

- Strong customer review system
- Clear business transparency
- Good user experience

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https://www.charlottesweb.com/products/energy-support-mushroom-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

72	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	80	Content Effort	75	Originality
85	Skill	70	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: To sell Energy Support Mushroom Gummies bundles by providing product information, pricing, and purchase options • Rating Justification: This is a well-designed e-commerce product page for a legitimate wellness product with detailed information, clear purpose, and professional presentation, though it lacks some depth in scientific backing

E-E-A-T

Overall	78
Experience	75
Expertise	70
Authoritativeness	80
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Third-party testing claims, Professional presentation • Key Weaknesses: Limited author information for specific content, Could provide more detailed scientific backing for claims • Trust Evidence: Established brand with contact information, about page, clear pricing, professional design, third-party testing claims, and comprehensive product details • Expertise Evidence: Product includes detailed supplement facts, third-party testing claims, specific ingredient information (cordyceps and shiitake mushrooms), and professional product photography • Experience Evidence: Charlotte's Web is a well-established CBD company with years of experience in the industry, evident from their comprehensive product line and detailed product information • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD/wellness space, has contact information, about page, certificates of analysis, and professional website design

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	potential_ymyl

YMYL Analysis

Reasoning: This page sells dietary supplements that make health claims about energy, stamina, endurance, and athletic performance, which falls under health and safety YMYL • Potential Harm: Moderate - dietary supplements can have health implications if misused or if claims are misleading • Standards Required: Higher standards for accuracy, expertise, and trustworthiness due to health-related claims

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple high-quality images, Detailed ingredient lists, FAQ section, Professional presentation • Weaknesses: Could provide more scientific evidence for health claims, Some promotional language over factual information • Mc Description: Product page for Energy Support Mushroom Gummies Bundle with detailed product information, pricing, images, ingredients, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with contact info, about page, and detailed product information • Trust Factors: Established brand, Contact information available, About page present, Professional design, Third-party testing claims, Clear pricing and policies • Distrust Factors: No specific author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear e-commerce purpose with straightforward product information

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product appears to be a legitimate dietary supplement with standard marketing claims

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add more scientific evidence for health claims
- Include author/expert credentials for content
- Provide more detailed research citations
- Consider adding customer reviews for social proof

Strengths

- Professional design and presentation
- Established brand reputation
- Comprehensive product information

- Clear contact and about information
- Third-party testing claims

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https://www.charlottesweb.com/products/focus-attention-cbg-gummies

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:56

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling CBG gummies with focus and attention benefits, providing product details, pricing, and purchase options. • Rating Justification: This is a well-designed product page for a health supplement that provides adequate information for purchasing decisions. While it meets its commercial purpose effectively, the health-related nature requires higher standards that aren't fully met.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing, Detailed product information, Customer review system, Professional presentation • Key Weaknesses: No specific author information for product descriptions, Limited visible credentials for health claims, Could provide more detailed testing information • Trust Evidence: Third-party testing mentioned, Certificate of Analysis referenced, professional website design, clear contact information, comprehensive policies, customer reviews system, and established brand reputation. • Expertise Evidence: Company demonstrates expertise through detailed product information, third-party testing mentions, specific dosage information (25mg CBG + 120mg Ginkgo), and professional product presentation. Supplement facts panel shows regulatory compliance knowledge. • Experience Evidence: Charlotte's Web is an established CBD company with clear product experience. Customer reviews show 4.7/5 rating with 127 reviews indicating real user experience. Product details show understanding of CBG effects and usage. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in CBD industry. Site shows B-Corp certification, professional design, comprehensive product lines, and established business presence with retail partnerships and wholesale opportunities.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells health supplements (CBG gummies) making specific health claims about focus, attention, memory function, and anxiety. These are clear health and safety topics that could impact user wellbeing. • Potential Harm: Incorrect dosage, drug interactions, or misleading health claims could cause harm. Users might rely on product for medical conditions without proper medical consultation. • Standards Required: High standards for accuracy, medical disclaimers, third-party testing verification, clear ingredient lists, and appropriate health claim substantiation.

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple high-quality images, Detailed ingredient list, Customer reviews, FAQ section, Professional presentation • Weaknesses: Could provide more scientific backing for claims, Third-party testing details could be more prominent, Some health claims could be more cautious • Mc Description: Product page for CBG gummies with comprehensive product information, pricing, images, ingredients, FAQs, and customer reviews. Content is well-organized and informative for purchase decisions.

Trust & Reputation

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

Has About Info	Yes
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Reputation Sources	–
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Trust Analysis

Transparency: Good transparency with ingredient lists, pricing, policies, and business information. Could improve with more detailed testing information and author credentials. • Trust Factors: Established brand, Professional website, Customer reviews, Third-party testing mentioned, Clear contact information, B-Corp certification, Comprehensive policies • Distrust Factors: No specific author credentials, Health claims could be better substantiated, Limited visible testing documentation

Creator

Creator Identified	Yes
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Creator Type	business
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Credentials	{}
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Reputation	positive
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Quality Flags

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

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Purpose is clear (selling CBG gummies), design is professional and functional, information appears accurate.

Harm Analysis

Severity: none • Harm Details: No clear harmful content identified. Product appears to be legitimate health supplement with appropriate disclaimers. Health claims, while promotional, include standard FDA disclaimer.

Ads Analysis

Ad Placement: Ads appear to be integrated product recommendations and promotional banners that are clearly distinguishable from main content. • User Experience Impact: Minimal negative impact - ads are relevant and don't obstruct main content or functionality.

Recommendations

Improvements

- Provide more detailed third-party testing information
- Add author credentials for health-related content
- Strengthen scientific backing for health claims
- Make Certificate of Analysis more accessible

Strengths

- Strong brand reputation
- Professional presentation
- Comprehensive product information
- Customer review system
- Clear business transparency

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<https://www.charlottesweb.com/products/focus-attention-cbg-gummies-bundle>

72

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

72	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	80	Content Effort	75	Originality
75	Skill	70	Accuracy	80	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling CBG gummies with focus and attention benefits • Rating Justification: Well-designed product page with clear information, good user experience, and appropriate content for commercial purpose. Some health claims lack strong scientific backing but overall serves its commercial purpose well.

E-E-A-T

Overall 78

Experience 75

Expertise 70

Authoritativeness 80

Trust 85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing claims, Detailed product specifications, Professional presentation • Key Weaknesses: Limited scientific evidence for claims, No visible expert endorsements, Health claims could be better substantiated • Trust Evidence: Third-party testing mentioned, Certificate of Analysis referenced, clear contact information, about page present, professional e-commerce site with proper policies and customer service. • Expertise Evidence: Product contains specific ingredient amounts (25mg CBG, 120mg Ginkgo Biloba), third-party testing mentioned, supplement facts provided. However, limited scientific backing or expert credentials visible. • Experience Evidence: Charlotte's Web is an established CBD company with clear product experience, detailed product information, and specific dosage guidance. The page shows practical knowledge of CBG and CBD products. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in CBD industry, has retail partnerships, B-Corp certification mentioned, professional website design and comprehensive product information.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Product makes health and wellness claims about focus, attention, anxiety, and brain function. CBD/CBG products fall under health and safety category. • Potential Harm: Moderate - health claims about cognitive function and anxiety could influence medical decisions if not properly qualified • Standards Required: High standards required for health claims, scientific evidence, and clear disclaimers about FDA evaluation

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple product images, Detailed ingredient lists, FAQ section, Professional presentation • Weaknesses: Health claims could be better substantiated, Limited scientific evidence provided • Mc Description: Product page for CBG gummies bundle with detailed product information, images, pricing, ingredients, and purchasing options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with ingredient lists, pricing, policies, and company information available • Trust Factors: Established brand, Contact information available, About page present, Third-party testing mentioned, Professional website, Clear policies • Distrust Factors: No visible author credentials, Health claims lack strong scientific backing

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear commercial purpose, transparent pricing, honest product presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Health claims are qualified with disclaimers and asterisks indicating FDA non-evaluation.

Ads Analysis

Ad Placement: Promotional banners and product recommendations are present but not obstructive to main content • User Experience Impact: Minimal negative impact, ads are relevant and well-integrated

Recommendations

Critical Issues

- Ensure all health claims comply with FDA guidelines
- Verify third-party testing claims are accessible

Improvements

- Add more scientific evidence for health claims
- Include expert endorsements or credentials
- Provide more detailed research citations
- Enhance transparency about testing procedures

Strengths

- Professional presentation
- Clear product information
- Good user experience
- Established brand trust
- Comprehensive product details

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https://www.charlottesweb.com/products/focus-support-mushroom-gummies

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling Focus Support Mushroom Gummies with detailed product information, pricing, and purchase options. • Rating Justification: Well-designed product page with comprehensive information, customer reviews, and professional presentation. Meets commercial purpose effectively but lacks some depth in scientific backing.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Customer review system, Professional presentation • Key Weaknesses: No specific author credentials for product descriptions, Limited scientific backing for specific claims • Trust Evidence: Comprehensive contact information, about page, clear product information, customer reviews, third-party testing claims, proper disclaimers about FDA statements. • Expertise Evidence: Product contains specific functional mushroom (Lion's Mane) with clear dosage information. Third-party testing mentioned. Professional supplement facts panel provided. • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence. Customer reviews (159 reviews, 4.8 rating) demonstrate real user experience with the product. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD/wellness space. Company has proper business credentials, contact information, and established web presence.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Product makes health claims about cognitive function, focus, and memory support. Contains functional mushrooms marketed for health benefits. • Potential Harm: Incorrect dosage or reliance on supplement instead of medical treatment could impact health decisions. • Standards Required: High standards for accuracy, proper disclaimers, and responsible health claims required.

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive ingredient details, Customer review integration, Professional presentation • Weaknesses: Could benefit from more scientific backing, Limited educational content about Lion's Mane • Mc Description: Product page for Focus Support Mushroom Gummies with detailed product information, ingredients, benefits, customer reviews, and purchase options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with ingredient lists, contact info, and business information. • Trust Factors: Established brand, Contact information available, Customer reviews, Professional presentation, Clear policies • Distrust Factors: No specific author credentials, Limited scientific citations

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear commercial purpose and honest presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Appropriate health disclaimers present.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content. Appropriate for e-commerce site. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add more scientific citations for health claims
- Include author credentials for content
- Expand educational content about Lion's Mane mushroom

Strengths

- Professional presentation
- Comprehensive product information
- Strong customer review system
- Clear business transparency

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https://www.charlottesweb.com/products/focus-support-mushroom-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

72	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	80	Content Effort	70	Originality
75	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: To provide product information and enable purchase of Focus Support Mushroom Gummies Bundle • Rating Justification: Well-designed product page with clear information, good user experience, and appropriate content for a supplement product. However, lacks author information and could benefit from more detailed expert backing.

E-E-A-T

Overall 78

Experience 75

Expertise 70

Authoritativeness 80

Trust 85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing claims, Clear product information, Professional website design • Key Weaknesses: No author information for product content, Limited expert credentials displayed, Health claims require careful evaluation • Trust Evidence: Strong trust signals include comprehensive contact information, about page, clear policies, third-party testing claims, organic certification, and professional website design. • Expertise Evidence: Company demonstrates expertise through third-party testing claims, USDA organic certification, and detailed supplement facts. However, no specific expert credentials are displayed on this product page. • Experience Evidence: Charlotte's Web is an established CBD company with clear product experience. Product descriptions show understanding of lion's mane mushroom benefits and CBD-free formulation. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD/wellness space. Site includes certificates of analysis, professional partnerships, and B-Corp certification indicating industry authority.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a health supplement product page making claims about cognitive function, focus, and memory support. Health supplements fall clearly under YMYL as they can impact user health and safety. • Potential Harm: Incorrect information about supplement benefits or safety could lead users to make poor health decisions or have unrealistic expectations about cognitive enhancement. • Standards Required: High standards for accuracy, expert backing, and responsible health claims are required for supplement products.

Main Content

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

MC Analysis

Strengths: Clear product information, Professional presentation, Comprehensive FAQ, Good visual design, Detailed supplement facts • Weaknesses: No author attribution, Limited expert credentials, Could use more scientific backing for claims • Mc Description: Product page for Focus Support Mushroom Gummies Bundle featuring detailed product information, images, pricing, ingredients, FAQ section, and purchase functionality.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, supplement facts, and company information, though could improve with more expert credentials. • Trust Factors: Established brand, Contact information available, About page present, Professional design, Third-party testing claims, Organic certification, Clear policies • Distrust Factors: No author information, Health claims need verification

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No evidence of harmful content. Product claims appear within reasonable bounds for supplement marketing, though health claims should be verified for compliance.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main content or user experience. • User Experience Impact: Minimal impact on user experience

Recommendations

Critical Issues

- Ensure all health claims comply with FDA guidelines
- Verify third-party testing claims are substantiated

Improvements

- Add author information for product content
- Include more expert credentials or endorsements
- Provide easier access to third-party testing results

- Add more scientific backing for health claims

Strengths

- Professional brand presentation
- Comprehensive product information
- Good user experience
- Strong trust signals
- Clear supplement facts

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https://www.charlottesweb.com/products/focus-thc-gummies

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:56

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page for Focus THC Gummies, designed to inform customers and facilitate purchase • Rating Justification: Well-designed product page with comprehensive information, customer reviews, and clear purchasing options. However, lacks detailed scientific evidence for health claims and has limited author attribution.

E-E-A-T

Overall	78
Experience	75
Expertise	80
Authoritativeness	85
Trust	70

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product specifications, Customer review transparency, Professional certifications • Key Weaknesses: No visible author information for product descriptions, Limited scientific backing for specific health claims, THC product requires careful regulatory compliance • Trust Evidence: Contact information available, about page present, certificates of analysis mentioned, customer reviews system, return policy visible. • Expertise Evidence: Product contains specific cannabinoid formulations (5mg D9-THC, 25mg CBG, 7.5mg CBD). Company shows knowledge of hemp-derived compounds and fast-acting technology. • Experience Evidence: Charlotte's Web is an established CBD company with clear product experience. Customer reviews show real user experiences with 4.7/5 rating from 151 reviews. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in CBD industry. Site shows B-Corp certification, retail partnerships, and professional practitioner programs.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Product contains THC and CBD with health-related claims about focus, attention, and stress management. Includes dosage information and potential drug test warnings. • Potential Harm: Incorrect usage could lead to impairment, failed drug tests, or adverse health effects. Product affects mental state and has age restrictions. • Standards Required: High standards required for accuracy of health claims, dosage information, safety warnings, and regulatory compliance

Main Content

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

MC Analysis

Strengths: Clear product specifications, Comprehensive FAQ section, Customer review integration, Multiple product images, Detailed ingredient list • Weaknesses: Limited scientific backing for claims, Could use more detailed usage instructions, Author information not prominent • Mc Description: Product page for Focus THC Gummies with detailed product information, specifications, customer reviews, FAQ, and purchasing options

Trust & Reputation

Trust Level	medium
Reputation Score	75
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency in product ingredients and customer reviews, but could improve in authorship and scientific backing • Trust Factors: Established brand, Customer reviews, Contact information, Return policy, B-Corp certification, Professional partnerships • Distrust Factors: No clear author attribution, Limited regulatory disclaimers visibility, Some marketing claims could be stronger

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{company: "Charlotte's Web CBD & Botanicals", 'certifications': 'B-Corp certified', 'industry_standing': 'Established CBD company'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear product information and honest presentation of effects and limitations.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Product includes appropriate warnings about THC effects, age restrictions, and drug testing implications.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Critical Issues

- Ensure all health claims comply with regulatory requirements
- Verify accuracy of cannabinoid content claims

Improvements

- Add scientific citations for health claims
- Include clear author attribution for product descriptions
- Enhance regulatory disclaimer visibility

- Provide more detailed usage and safety instructions

Strengths

- Comprehensive product information
- Strong customer review system
- Professional brand presentation
- Clear ingredient transparency
- Good user experience design

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https://www.charlottesweb.com/products/focus-thc-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide product information and enable purchase of Focus THC Gummies Bundle for consumers seeking cannabis-based wellness products. • Rating Justification: Well-designed e-commerce product page with comprehensive information, but lacks some depth in scientific backing and author credentials for a YMYL topic.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional presentation, Comprehensive product information, Third-party testing mentioned • Key Weaknesses: No specific author credentials, Limited scientific backing for claims, Could benefit from more detailed ingredient sourcing • Trust Evidence: Clear contact information, about page, return policy, and professional presentation. However, lacks specific author credentials for product descriptions. • Expertise Evidence: Company demonstrates knowledge of cannabinoid formulations (5mg D9-THC, 25mg CBG, 7.5mg CBD). Mentions third-party testing and fast-acting technology. • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence. Product descriptions show practical understanding of CBD/THC effects and usage. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. Site includes certificates of analysis, professional product photography, and comprehensive product information.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: THC/CBD products directly impact health and safety. Contains psychoactive substances that can affect cognitive function and have drug interactions. • Potential Harm: Improper use could lead to impairment, drug test failures, medication interactions, or adverse health effects. • Standards Required: High standards for accuracy, safety warnings, dosage information, and medical disclaimers required for cannabis products.

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive FAQ, Professional presentation, Multiple product images • Weaknesses: Could use more scientific backing, Limited dosage guidance detail, Author information missing • Mc Description: Product page for THC gummies bundle with detailed specifications, benefits, ingredients, FAQ section, and purchase options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency in product information, ingredients, and company policies. • Trust Factors: Established brand, Professional design, Clear policies, Contact information, Third-party testing mentioned • Distrust Factors: No specific author credentials, Limited scientific citations

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear product purpose and honest presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Appropriate warnings about THC effects and driving restrictions included.

Ads Analysis

Ad Placement: Promotional banners and related products are appropriately placed and clearly distinguished. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add author credentials or expert review for product descriptions
- Include more scientific citations for health claims
- Enhance dosage guidance with more detailed safety information
- Consider adding customer reviews for social proof

Strengths

- Professional brand presentation
- Comprehensive product information

- Clear safety warnings and restrictions
- Good user experience and navigation

129

https://www.charlottesweb.com/products/gift-card

N/A

Confidence: –

Needs Work

Analysed: 03 Apr 2026 23:55

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

130

https://www.charlottesweb.com/products/knockout-thc-gummies

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:26

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

131

https://www.charlottesweb.com/products/knockout-thc-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

75	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	80	Content Effort	70	Originality
75	Skill	70	Accuracy	80	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling THC/CBD gummies with detailed product information, pricing, and purchasing options. • Rating Justification: Well-designed e-commerce product page with comprehensive information, but contains health claims for THC/CBD products that require careful evaluation. Professional presentation but YMYL nature requires higher scrutiny.

E-E-A-T

Overall	78
Experience	75
Expertise	70
Authoritativeness	80
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Clear product information, Professional presentation, Transparent policies • Key Weaknesses: Limited scientific evidence for health claims, Potential regulatory compliance concerns with THC products • Trust Evidence: Established company with contact information, about page, clear policies, professional presentation, third-party testing claims, and transparent ingredient listing. • Expertise Evidence: Product contains specific dosage information (20mg CBN + 2.5mg D9-THC), third-party testing claims, and detailed supplement facts. However, limited scientific backing for specific claims. • Experience Evidence: Charlotte's Web is an established CBD company with years of market presence. Product descriptions show practical understanding of THC/CBD effects and usage guidance. • Authoritativeness Evidence: Well-known brand in CBD industry, professional website design, comprehensive product information, clear branding and company identity.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Page sells THC/CBD products making health and wellness claims about sleep support. These are controlled substances with potential health impacts requiring medical consideration. • Potential Harm: Inappropriate use of THC products could lead to impairment, drug test failures, or adverse health effects. Sleep claims could delay proper medical treatment. • Standards Required: Very high standards for accuracy, medical disclaimers, regulatory compliance, and clear warnings about THC effects.

Main Content

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

MC Analysis

Strengths: Clear product information, Professional presentation, Comprehensive details, Good user experience • Weaknesses: Health claims need stronger evidence, Limited scientific backing for benefits, Potential regulatory concerns • Mc Description: E-commerce product page for THC/CBD gummies with comprehensive product information, images, pricing, and purchasing functionality.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency in product information, ingredients, and company details. Clear about THC content and effects. • Trust Factors: Established brand, Professional website, Clear policies, Contact information, Third-party testing claims, Transparent ingredients • Distrust Factors: Health claims without strong evidence, Potential regulatory gray areas

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: Page is transparent about being a commercial product page. Clear about THC content and effects. No deceptive practices identified.

Harm Analysis

Severity: none • Harm Details: While the page sells THC products which can be harmful if misused, it includes appropriate warnings about impairment, drug testing, and age restrictions. Not inherently harmful but requires responsible use.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and related products, not obstructive to main content. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Critical Issues

- Ensure all health claims comply with FDA regulations
- Verify THC product legality claims

Improvements

- Strengthen scientific backing for health claims
- Add more medical disclaimers
- Clarify regulatory compliance
- Include more detailed safety information

Strengths

- Professional presentation
- Comprehensive product information
- Clear warnings about THC effects
- Established brand trust

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https://www.charlottesweb.com/products/low-dose-thc-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about and sell a bundle of THC gummies, including product benefits, ingredients, and purchasing options. • Rating Justification: Well-designed product page with comprehensive information, clear purpose, and professional presentation. However, lacks some depth in scientific backing and author expertise for YMYL content.

E-E-A-T

Overall	75
Experience	75
Expertise	70
Authoritativeness	80
Trust	75

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive product information, Professional presentation, Third-party testing claims • Key Weaknesses: No specific author credentials for product descriptions, Limited scientific citations for health claims, Could provide more detailed expertise credentials • Trust Evidence: Professional website with contact information, about page, clear policies, third-party testing claims, and established brand reputation in the hemp industry. • Expertise Evidence: Company demonstrates expertise through detailed supplement facts, third-party testing claims, and comprehensive FAQ section addressing technical questions about THC products. • Experience Evidence: Charlotte's Web is an established CBD company with real-world experience in hemp cultivation and product development. Product descriptions show practical understanding of THC effects and dosing. • Authoritativeness Evidence: Charlotte's Web is a well-known brand in the CBD/hemp industry. Site shows professional design, comprehensive product information, and established business presence with retail locations.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells THC products that can affect mental state, contains health claims about pain relief, stress reduction, and other medical benefits. THC products have psychoactive effects and potential safety implications. • Potential Harm: Incorrect information about THC effects, dosing, or safety could lead to impairment, drug test failures, or adverse health effects. Product contains controlled substances in some jurisdictions. • Standards Required: High standards required for accuracy of health claims, safety information, dosing guidance, and legal compliance information.

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive FAQ section, Professional presentation, Multiple product images, Detailed ingredient lists • Weaknesses: Could include more scientific backing, Limited discussion of potential risks, No author credentials displayed • Mc Description: Product page for THC gummies bundle with detailed product information, benefits, ingredients, FAQ, and purchasing options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with contact info, policies, and business information. Could improve with more detailed expertise credentials. • Trust Factors: Established brand, Professional website, Contact information available, About page present, Clear policies, Third-party testing claims • Distrust Factors: No specific author credentials, Some health claims lack scientific backing

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear purpose, honest design, and straightforward product information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Page provides legitimate product information for legal hemp-derived THC products with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and related products, not obstructive third-party advertising. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add scientific citations for health claims
- Include expert credentials or medical review
- Provide more detailed safety information
- Add more comprehensive risk disclosures

Strengths

- Professional brand presentation

- Comprehensive product information
- Clear user experience
- Established business reputation
- Appropriate disclaimers

133

https://www.charlottesweb.com/products/muscle-recovery-cbd-gummies

78

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

75	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	80	Content Effort	70	Originality
85	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide product information and facilitate purchase of CBD gummies for muscle recovery • Rating Justification: Well-designed e-commerce product page with comprehensive information, customer reviews, and professional presentation, but lacks some depth in educational content about CBD

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: High volume of customer reviews, Professional brand presentation, Detailed product information, Third-party testing mentioned • Key Weaknesses: No author information for product descriptions, Limited medical disclaimers for health claims, Some marketing language could be more conservative • Trust Evidence: Contact information available, about page present, professional presentation, customer reviews system, return policy, privacy policy, SSL security • Expertise Evidence: Detailed supplement facts, specific CBD dosages (25mg), ingredient information, third-party testing mentioned, professional product photography • Experience Evidence: 787 customer reviews with detailed experiences, specific use cases mentioned (workouts, sports, recovery), real customer testimonials about effectiveness • Authoritativeness Evidence: Established brand Charlotte's Web, professional website design, comprehensive product information, certificates of analysis mentioned, B-Corp certification

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products make health claims about muscle recovery, inflammation, and wellness benefits, directly impacting user health decisions • Potential Harm: Incorrect dosage, drug interactions, or misleading health claims could impact user health and safety • Standards Required: High standards for accuracy, medical disclaimers, ingredient transparency, and responsible health claims

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive customer reviews, Professional presentation, Detailed ingredient information • Weaknesses: Could benefit from more educational content about CBD, Limited discussion of research or studies • Mc Description: Product page for CBD gummies with detailed product information, pricing, customer reviews, ingredient lists, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, supplement facts, and company information • Trust Factors: Professional website design, Contact information available, Customer reviews, Return policy, Privacy policy, B-Corp certification mentioned • Distrust Factors: No specific author attribution for product content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information and honest presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product makes reasonable health claims with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific research or studies supporting health claims
- Include more detailed information about potential side effects or contraindications
- Add author attribution for product content
- Expand educational content about CBD

Strengths

- Strong customer review system
- Professional presentation

- Comprehensive product information
- Good trust signals and transparency

134

https://www.charlottesweb.com/products/muscle-recovery-cbd-gummies-bundle

N/A

Confidence: –

Needs Work

Analysed: 03 Apr 2026 23:55

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

135

https://www.charlottesweb.com/products/muscle-restore-mushroom-gummies

78

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:56

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page designed to inform customers about and sell Muscle Restore Mushroom Gummies • Rating Justification: Well-designed product page with comprehensive information, customer reviews, and clear purchasing options. Meets commercial purpose effectively but lacks some depth in educational content about ingredients.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing claims, Detailed product information, Customer review transparency • Key Weaknesses: No specific author information for product page, Health claims require FDA disclaimer • Trust Evidence: Complete contact information, about page, clear policies, third-party testing claims, customer reviews, and professional website design with transparency about ingredients and effects • Expertise Evidence: Product contains specific ingredients (chaga mushroom, VitaCherry tart cherry extract) with detailed supplement facts, third-party testing mentioned, and professional product development evident • Experience Evidence: Charlotte's Web is a well-established CBD company with real customer reviews (28 reviews with 5.0 rating) and detailed product information showing practical experience in the market • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry, certified B-Corp, with comprehensive website including certificates of analysis, healthcare professional portal, and established retail presence

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a health supplement product page making claims about muscle recovery, inflammation, and exercise performance, which directly relates to health and safety • Potential Harm: Incorrect usage or misleading health claims could impact user health decisions and supplement choices • Standards Required: High standards for accuracy, medical disclaimers, ingredient transparency, and avoiding unsubstantiated health claims

Main Content

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

MC Analysis

Strengths: Clear product benefits, Detailed ingredient list, Customer review integration, Professional imagery, Comprehensive FAQ • Weaknesses: Could provide more scientific backing for claims, Limited educational content about ingredient mechanisms • Mc Description: Product page for Muscle Restore Mushroom Gummies with detailed product information, ingredients, benefits, customer reviews, and purchasing options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, supplement facts, and customer reviews displayed • Trust Factors: Established brand, Contact information available, Customer reviews, Third-party testing claims, Professional website, Clear policies • Distrust Factors: No specific author for product page

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': 'Charlotte's Web CBD & Botanicals', 'certifications': 'Certified B-Corp', 'industry_standing': 'Established CBD company'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, honest product representation, and transparent information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate health disclaimers present and product claims are reasonable for a dietary supplement.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content. Related product recommendations are appropriate for e-commerce context. • User Experience Impact: Minimal negative impact, ads are contextually relevant

Recommendations

Improvements

- Add more scientific research citations for health claims
- Include more detailed information about ingredient mechanisms
- Consider adding author/expert credentials for product development

Strengths

- Strong brand reputation and trust signals
- Comprehensive product information
- Excellent customer review integration

- Professional design and user experience
- Appropriate health disclaimers

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<https://www.charlottesweb.com/products/muscle-restore-mushroom-gummies-bundle>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:26

Scores at a Glance

75	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	80	Content Effort	75	Originality
85	Skill	70	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling CBD mushroom gummies with detailed product information, benefits, and purchasing options. • Rating Justification: Well-designed product page with comprehensive information, professional presentation, and clear purpose. Some health claims could be better substantiated.

E-E-A-T

Overall	78
Experience	75
Expertise	70
Authoritativeness	80
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional presentation, Third-party testing claims, Detailed product information • Key Weaknesses: No specific author attribution for product content, Limited scientific backing for specific health claims • Trust Evidence: Established brand with contact information, about page, professional design, third-party testing claims, and detailed product information including ingredients and supplement facts. • Expertise Evidence: Company demonstrates knowledge of CBD and functional mushrooms. Third-party testing mentioned. Professional product photography and detailed supplement facts provided. • Experience Evidence: Charlotte's Web is an established CBD company with years of market presence. Product descriptions show understanding of ingredients like chaga mushroom and tart cherry extract. • Authoritativeness Evidence: Well-known brand in CBD industry. Professional website with comprehensive product information, certificates of analysis, and healthcare professional resources.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Product makes health claims about muscle recovery, inflammation, and exercise performance. CBD products can have health effects and interactions. • Potential Harm: Inappropriate use could lead to health issues, drug interactions, or delayed medical treatment for serious conditions. • Standards Required: High standards for accuracy, medical disclaimers, and responsible health claims required for supplement products.

Main Content

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

MC Analysis

Strengths: Clear product information, Professional presentation, Comprehensive details, Good user experience • Weaknesses: Some health claims lack scientific backing, Marketing language could be more factual • Mc Description: Product page for CBD mushroom gummies with detailed product information, benefits, ingredients, FAQ, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, supplement facts, and company information provided. • Trust Factors: Established brand, Professional design, Contact information, About page, Third-party testing claims, Detailed product information • Distrust Factors: No specific author attribution, Some promotional language

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear e-commerce purpose and transparent product information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate disclaimers present.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content or user experience. • User Experience Impact: Minimal impact on user experience.

Recommendations

Improvements

- Add more scientific backing for health claims
- Include author attribution for content
- Strengthen medical disclaimers

Strengths

- Professional presentation
- Comprehensive product information
- Established brand trust
- Good user experience

137

https://www.charlottesweb.com/products/mushroom-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

72	PQ Score	78	E-E-A-T Overall	75	Experience	70	Expertise
80	Authoritativeness	85	Trust	80	Content Effort	75	Originality
75	Skill	70	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page for selling mushroom gummy supplements, providing product information and facilitating purchases • Rating Justification: Well-designed product page with comprehensive information, customer reviews, and clear purchasing process. Content serves its commercial purpose effectively but lacks depth in scientific backing for health claims

E-E-A-T

Overall	78
Experience	75
Expertise	70
Authoritativeness	80
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive product information, Customer review transparency, Professional presentation • Key Weaknesses: Limited expert credentials displayed, Health claims could use more scientific backing, No clear medical professional involvement • Trust Evidence: Extensive contact information, about page, clear policies, third-party testing claims, customer reviews, professional website design, and established brand presence • Expertise Evidence: Product pages include detailed supplement facts, ingredient information, third-party testing claims, and scientific backing for functional mushroom benefits. However, lacks specific expert credentials or medical professional endorsements • Experience Evidence: Charlotte's Web is an established CBD company with real customer reviews (432 reviews with 4.8 rating), detailed product information, and comprehensive FAQ section showing practical experience with mushroom supplements • Authoritativeness Evidence: Well-known brand in CBD/wellness space, comprehensive website with professional design, clear company information, retail partnerships, and B-Corp certification mentioned

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a health supplement product page making specific health claims about stress support, focus enhancement, and energy benefits. Supplements directly impact user health and safety • Potential Harm: Incorrect dosage, interactions with medications, or reliance on supplements instead of medical treatment could cause health issues • Standards Required: High standards for accuracy, medical expertise, and clear disclaimers about health claims

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive ingredient details, Customer review integration, Professional presentation • Weaknesses: Could use more scientific backing for health claims, Limited expert endorsements • Mc Description: Product page for mushroom gummy bundle with detailed product information, pricing, ingredients, customer reviews, and purchasing options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, pricing, policies, and customer reviews • Trust Factors: Established brand, Comprehensive contact information, Customer reviews, Professional website, Clear policies, Third-party testing claims • Distrust Factors: Limited expert credentials, Some health claims could be stronger

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear commercial purpose, honest product presentation, and transparent pricing

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Health claims are generally reasonable and include appropriate disclaimers

Ads Analysis

Ad Placement: Promotional banners and product recommendations are present but well-integrated and non-obstructive • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific studies supporting mushroom benefits
- Include expert endorsements or medical professional input
- Strengthen evidence for specific health claims
- Add more detailed safety information

Strengths

- Professional brand presentation
- Comprehensive product information

- Strong customer review integration
- Clear policies and transparency
- Good user experience design

138

<https://www.charlottesweb.com/products/original-formula-50mg-cbd-oil>

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

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

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page designed to inform customers about and sell Charlotte's Web Original Formula CBD Oil with detailed product specifications, customer reviews, and purchasing options. • Rating Justification: High-quality product page with comprehensive information, professional design, extensive customer reviews, and clear purchasing options. Meets commercial intent effectively.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	90
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing transparency, Extensive customer reviews, Professional presentation, Clear product information • Key Weaknesses: Limited author information for content, Could provide more detailed manufacturing information, Some health claims could be more cautious • Trust Evidence: Third-party testing with Certificates of Analysis, detailed contact information, clear return/shipping policies, professional e-commerce site with secure checkout, extensive customer reviews. • Expertise Evidence: Charlotte's Web is a well-known CBD brand with detailed product information, third-party testing certificates, and specific dosage guidance. Product descriptions show technical knowledge of full-spectrum hemp extraction. • Experience Evidence: Company demonstrates extensive experience with CBD products, being named after Charlotte Figi who inspired CBD research. Product has 1,194 customer reviews with 4.6/5 rating showing real user experience. • Authoritativeness Evidence: Established brand in CBD industry, Certified B-Corp status, comprehensive website with educational content, professional product photography and detailed supplement facts.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products are health supplements that can affect user wellbeing. The page makes health-related claims about wellness support and stress management. • Potential Harm: Incorrect dosage, drug interactions, or misleading health claims could impact user health and safety. • Standards Required: High standards for accuracy, medical disclaimers, third-party testing, and responsible health claims are required.

Main Content

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

MC Analysis

Strengths: Clear product specifications, Extensive customer reviews, Multiple product images, Detailed ingredient information, FAQ section • Weaknesses: Could provide more manufacturing details, Some health claims could be more conservative • Mc Description: Product page for Charlotte's Web Original Formula CBD Oil with detailed product information, pricing, customer reviews, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with product testing, ingredients, and business information • Trust Factors: Established brand reputation, Third-party testing, Extensive customer reviews, Professional website, Clear policies, Secure checkout • Distrust Factors: Limited author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': "Charlotte's Web CBD & Botanicals", 'certifications': 'Certified B-Corp'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information and honest presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product is legally sold CBD with appropriate disclaimers.

Ads Analysis

Ad Placement: Minimal advertising presence, mainly promotional banners for the company's own products which is appropriate for e-commerce. • User Experience Impact: Ads do not obstruct main content or negatively impact user experience.

Recommendations

Improvements

- Add more prominent FDA disclaimers
- Provide more detailed manufacturing information
- Include author information for educational content

Strengths

- Strong brand reputation
- Comprehensive product information
- Extensive customer reviews

- Professional presentation
- Third-party testing transparency

139

https://www.charlottesweb.com/products/pm-recovery-muscle-joint-pain-relief-stick

80

Confidence: 0.85

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

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

Page Quality

PQ Rating high

PQ Score 80

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page for PM Recovery Muscle & Joint Pain Relief Stick, designed to inform customers and facilitate purchase • Rating Justification: Well-designed e-commerce product page with comprehensive information, customer reviews, clear product details, and professional presentation. Meets commercial intent effectively.

E-E-A-T

Overall 80

Experience 75

Expertise 80

Authoritativeness 85

Trust 80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Customer reviews and ratings, Professional presentation • Key Weaknesses: Limited author information for content, Could provide more detailed ingredient sourcing information • Trust Evidence: Contact information available, about page present, customer reviews with verification, return policy, privacy policy, SSL security, professional design • Expertise Evidence: Charlotte's Web is an established CBD brand with specific formulation details (11% camphor, 15% menthol), third-party testing mentioned, drug facts panel provided • Experience Evidence: Product reviews from verified buyers showing real-world usage experiences, detailed product descriptions with specific ingredient percentages, lifestyle imagery showing application • Authoritativeness Evidence: Well-known brand in CBD industry, comprehensive website with certificates of analysis, professional product photography and branding, structured data markup

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Product makes health claims about pain relief, muscle recovery, and contains active pharmaceutical ingredients (camphor, menthol). Includes drug facts panel indicating FDA regulation. • Potential Harm: Incorrect usage or reliance on product for serious medical conditions could cause harm. Product contains active ingredients that could cause adverse reactions. • Standards Required: High standards for accuracy, safety information, proper disclaimers, and transparent ingredient information required for topical pain relief products.

Main Content

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

MC Analysis

Strengths: Clear product information, Customer reviews and ratings, Professional imagery, Detailed ingredient list, Drug facts panel • Weaknesses: Could include more detailed safety warnings, Limited information about contraindications • Mc Description: Product page for topical pain relief stick with detailed product information, ingredients, usage instructions, customer reviews, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, drug facts panel, and company information available • Trust Factors: Established brand, Professional design, Customer reviews, Contact information, Return policies, SSL security, Third-party testing mentioned • Distrust Factors: No specific author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information, honest marketing, transparent pricing and policies.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product includes appropriate disclaimers and drug facts panel. Marketing claims appear reasonable for topical pain relief product.

Ads Analysis

Ad Placement: Ads appear to be related products and promotional content that complement the main product page
 • User Experience Impact: Minimal negative impact, ads are relevant and don't obstruct main content

Recommendations

Improvements

- Add more prominent FDA disclaimer
- Include more detailed safety warnings and contraindications
- Provide more information about ingredient sourcing

Strengths

- Professional brand presentation
- Comprehensive product information
- Customer review system

- Clear drug facts panel
- Strong trust signals

140

https://www.charlottesweb.com/products/quiet-sleep-mushroom-gummies

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:26

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

141

https://www.charlottesweb.com/products/quiet-sleep-mushroom-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

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

Page Quality

PQ Rating	medium_plus
PQ Score	75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page for sleep support gummies, designed to inform customers and facilitate purchase • Rating Justification: Well-designed product page with clear information, good user experience, appropriate for commercial purpose, but lacks some depth in educational content about ingredients.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Professional presentation, Clear product information, Safety testing mentioned • Key Weaknesses: No specific author information for product descriptions, Limited medical disclaimers for health claims • Trust Evidence: Contact information available, about page present, professional presentation, mentions safety testing, established brand reputation in wellness industry. • Expertise Evidence: Clear ingredient information, supplement facts panel, third-party testing mentioned, detailed product descriptions showing knowledge of functional mushrooms and sleep support. • Experience Evidence: Charlotte's Web is a well-established CBD company with years of market presence. Product descriptions show practical understanding of sleep support ingredients and their effects. • Authoritativeness Evidence: Established brand in CBD/wellness space, professional website design, comprehensive product information, mentions of third-party testing and certificates of analysis.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: Product makes health claims about sleep support, contains functional ingredients (reishi mushroom, magnesium, chamomile) marketed for wellness benefits. • Potential Harm: Incorrect dosing or interactions with medications could cause harm. Sleep disorders may require medical attention. • Standards Required: High standards for accuracy, safety information, appropriate disclaimers, and avoiding medical claims.

Main Content

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

MC Analysis

Strengths: Clear product information, Good visual presentation, Helpful FAQ section, Detailed ingredient list • Weaknesses: Could provide more scientific backing for claims, Limited educational content about sleep health • Mc Description: Product page for sleep support gummies with ingredient information, pricing, FAQ section, and purchase options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with ingredient lists, pricing, and company information available • Trust Factors: Established brand, Professional website, Contact information available, Third-party testing mentioned, Clear pricing and policies • Distrust Factors: No specific author attribution, Health claims could be better qualified

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, honest product presentation.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product appears to be legitimate wellness supplement with appropriate disclaimers.

Ads Analysis

Ad Placement: Minimal advertising presence, mainly promotional banners for the company's own products. • User Experience Impact: Ads do not significantly interfere with main content or user experience.

Recommendations

Improvements

- Add more scientific references for ingredient benefits
- Include stronger medical disclaimers for health claims
- Provide more educational content about sleep health
- Add author attribution for product descriptions

Strengths

- Professional presentation and user experience
- Clear product information and pricing

- Established brand reputation
- Good transparency with ingredients and testing

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<https://www.charlottesweb.com/products/recover-thc-gummies>

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:56

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling THC gummies for recovery and pain relief • Rating Justification: This is a well-designed product page for a THC gummy product with comprehensive information, customer reviews, and proper e-commerce functionality. However, as a YMYL health product page, it requires higher standards and has some limitations in medical expertise demonstration.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established CBD brand reputation, Third-party testing mentioned, Comprehensive product information, Customer reviews present • Key Weaknesses: No clear author information for product descriptions, Limited visible credentials for content creators • Trust Evidence: Established brand with contact information, about page, certificates of analysis mentioned, customer reviews, and professional website design. • Expertise Evidence: Company demonstrates expertise in CBD/hemp products with detailed product information, third-party testing mentions, and comprehensive ingredient lists. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience. Customer reviews show real user experiences with the product. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. Site has proper business information, contact details, and appears to be the official company website.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells THC gummies marketed for health benefits including pain relief, recovery, and reducing inflammation. THC products have psychoactive effects and health implications. • Potential Harm: Incorrect usage of THC products could lead to impairment, drug test failures, or adverse health effects. Product makes health claims about pain relief and recovery. • Standards Required: High standards required for health product claims, proper disclaimers, age restrictions, and clear safety information.

Main Content

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

MC Analysis

Strengths: Clear product information, Multiple product images, Customer reviews, Detailed FAQ section, Proper ingredient listing • Weaknesses: Could use more scientific backing for health claims, Limited dosage guidance for beginners • Mc Description: Product page for Recover THC Gummies with comprehensive product information, pricing, ingredients, benefits, and purchase options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency with contact info, about page, and business information clearly available • Trust Factors: Established brand, Contact information available, About page present, Customer reviews, Professional design, Third-party testing mentioned • Distrust Factors: No clear author attribution for content, Limited visible credentials

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Purpose is clear as product sales page.

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Product includes appropriate warnings about THC effects and age restrictions.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to main content • User Experience Impact: Minimal impact on user experience

Recommendations

Improvements

- Add more scientific backing for health claims
- Include clearer dosage guidance
- Add author credentials for content
- Enhance medical disclaimers

Strengths

- Established brand reputation
- Comprehensive product information
- Good user experience

- Appropriate safety warnings
- Customer review integration

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<https://www.charlottesweb.com/products/recover-thc-gummies-bundle>

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

75	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	80	Content Effort	70	Originality
75	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling THC gummies with detailed product information, benefits, and purchasing options • Rating Justification: Well-designed product page with comprehensive information, clear purpose, and professional presentation, but lacks some depth in educational content and medical oversight

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Third-party testing claims, Professional presentation • Key Weaknesses: No visible author credentials for product descriptions, Limited medical disclaimers for health claims • Trust Evidence: Professional e-commerce site with clear contact info, return policies, privacy policy, SSL security, third-party testing claims, and established brand reputation • Expertise Evidence: Shows expertise through detailed cannabinoid information (2.5mg D9-THC, CBC, CBG, CBD), third-party testing claims, supplement facts panel, and comprehensive product specifications • Experience Evidence: Charlotte's Web demonstrates significant experience as an established CBD company with detailed product information, comprehensive FAQ section, and specific usage guidance for THC gummies • Authoritativeness Evidence: Well-established brand with professional website, comprehensive contact information, about page, certificates of analysis, and structured business presence

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: THC products directly impact health and safety, with psychoactive effects, drug interactions, and legal restrictions. Claims about pain relief and inflammation reduction are health-related. • Potential Harm: Improper use could lead to impairment, drug test failures, medication interactions, or legal issues in restricted states • Standards Required: High standards required for medical claims, safety information, dosage guidance, and legal compliance

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive FAQ, Professional presentation, Detailed specifications • Weaknesses: Limited educational content about THC, Could use more medical disclaimers • Mc Description: Product page for THC gummies with detailed product information, benefits, specifications, FAQ, and purchasing options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with policies, contact info, and business information • Trust Factors: Established brand, Professional website, Clear policies, Contact information, SSL security • Distrust Factors: No author information for product descriptions

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices detected. Clear product information and honest presentation

Harm Analysis

Severity: none • Harm Details: No harmful content detected. Includes appropriate warnings about impairment and drug testing

Ads Analysis

Ad Placement: Standard e-commerce promotional elements and related products, not obstructive • User Experience Impact: Minimal impact on user experience

Recommendations

Critical Issues

- Ensure all health claims comply with FDA regulations
- Verify third-party testing claims are substantiated

Improvements

- Add more comprehensive medical disclaimers
- Include author credentials for health claims
- Expand educational content about THC effects
- Strengthen safety warnings

Strengths

- Professional presentation
- Comprehensive product information
- Clear FAQ section
- Established brand trust

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<https://www.charlottesweb.com/products/restful-sleep-cbd-gummies>

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:54

Scores at a Glance

82	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: Commercial product page for CBD sleep gummies providing detailed product information, customer reviews, and purchase options • Rating Justification: High-quality product page with comprehensive information, extensive customer reviews, clear product details, and professional presentation. Meets commercial purpose effectively despite being out of stock.

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand with strong reputation, Comprehensive product information and testing, Extensive customer reviews and feedback, Clear regulatory compliance • Key Weaknesses: Product currently out of stock, Some technical content could be more accessible, Limited author information for content • Trust Evidence: Extensive contact information, about page, certificates of analysis mentioned, clear shipping and return policies, professional website design, and established brand reputation • Expertise Evidence: Detailed supplement facts, specific ingredient information (25mg CBD, 250mg passionflower), third-party testing mentioned, USDA Organic certification, and comprehensive FAQ section • Experience Evidence: 153 customer reviews with detailed experiences, specific usage instructions (30 minutes before bed), and real user feedback about effectiveness and side effects • Authoritativeness Evidence: Charlotte's Web is a well-established CBD brand, Certified B-Corp status, clear regulatory disclaimers, professional product photography, and comprehensive product information

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD products for sleep are health supplements that could affect user health and wellbeing. Claims about sleep support and stress relief directly relate to health outcomes. • Potential Harm: Inappropriate use of sleep supplements could affect health, especially if users have medical conditions or take other medications • Standards Required: High standards for accuracy, safety information, regulatory compliance, and clear disclaimers about health claims

Main Content

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

MC Analysis

Strengths: Detailed product specifications, Extensive customer reviews, Clear ingredient information, Comprehensive FAQ section, Professional product imagery • Weaknesses: Product currently unavailable, Some technical content could be more accessible, Limited educational content about CBD • Mc Description: Comprehensive product page for CBD sleep gummies including detailed product information, ingredients, customer reviews, FAQs, and related content

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with clear product information, policies, and company details • Trust Factors: Established brand reputation, Comprehensive contact information, Clear policies and terms, Professional website design, Regulatory compliance, Customer reviews • Distrust Factors: Limited author information for content, Some technical claims could use more sourcing

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear commercial purpose, honest product presentation, and appropriate disclaimers.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Appropriate disclaimers present for health claims and regulatory compliance.

Ads Analysis

Ad Placement: Ads present but not obstructive to main content consumption • User Experience Impact: Minimal negative impact on user experience

Recommendations

Critical Issues

- Ensure continued regulatory compliance
- Monitor customer review authenticity

Improvements

- Add author information for content creators
- Provide more detailed sourcing for technical CBD claims
- Enhance educational content about CBD and sleep

- Consider adding more accessibility features

Strengths

- Comprehensive product information
- Extensive authentic customer reviews
- Professional presentation and design
- Strong brand reputation and trust signals
- Clear regulatory compliance

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https://www.charlottesweb.com/products/restful-sleep-cbd-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

75 PQ Score	81 E-E-A-T Overall	75 Experience	80 Expertise
85 Authoritativeness	85 Trust	80 Content Effort	70 Originality
85 Skill	75 Accuracy	85 Reputation	

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide product information and enable purchase of CBD sleep gummies, which it accomplishes effectively with detailed specifications, reviews, and purchasing options. • Rating Justification: This is a well-designed product page for a CBD supplement with comprehensive information, customer reviews, and professional presentation. However, as a YMYL health product page, it requires higher standards and has some limitations in scientific backing.

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand with comprehensive product information, Third-party testing and certifications mentioned, Extensive customer review system, Professional website with clear policies • Key Weaknesses: Limited author information for specific content, Could provide more detailed scientific backing for health claims, Some marketing language could be more conservative • Trust Evidence: Multiple trust signals including contact information, about page, retail store locator, certificates of analysis mention, USDA Organic certification, customer reviews, clear return/shipping policies, and professional website design. • Expertise Evidence: Strong expertise shown through detailed product specifications, ingredient information, supplement facts, third-party testing mentions (COA), USDA Organic certification, and comprehensive FAQ section addressing technical questions about CBD products. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established brand presence, comprehensive product information, and detailed customer reviews (153 reviews with 4.3 rating). The company shows practical experience in CBD product development and marketing. • Authoritativeness Evidence: Charlotte's Web appears to be a well-established CBD brand with professional website, comprehensive product catalog, retail partnerships, B-Corp certification, and structured business operations including wholesale and practitioner programs.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes CBD supplements marketed for sleep support, which directly relates to health and wellness. CBD products can have physiological effects and interact with medications, making this clearly YMYL content. • Potential Harm: Potential risks include drug interactions, inappropriate self-medication for sleep disorders, reliance on supplements instead of medical care, and possible adverse effects from CBD products. • Standards Required: High standards required for health supplement claims, scientific backing, clear disclaimers, and responsible marketing of health-related products.

Main Content

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

MC Analysis

Strengths: Detailed product information, Customer review integration, Clear pricing and options, Professional presentation, Comprehensive FAQ section • Weaknesses: Could provide more scientific evidence for claims, Limited discussion of potential risks, Some promotional language • Mc Description: Comprehensive product page for CBD sleep gummies including product images, specifications, ingredients, customer reviews, pricing, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No

Has About Info Yes

Reputation Sources -

Trust Analysis

Transparency: Good transparency with contact info, policies, and business information, though could be enhanced with more author details for content. • Trust Factors: Professional website design, Contact information available, About page present, Customer reviews, Return/shipping policies, B-Corp certification mentioned, Third-party testing mentioned • Distrust Factors: Limited author information for content, Some promotional language

Creator

Creator Identified Yes

Creator Type business

Credentials {}

Reputation positive

Quality Flags

Is Spam No

Spam Type none

Copied Content No

AI Generated No

Adequate Effort Yes

Has Originality Yes

Is Deceptive No

Deceptive Purpose True

Deceptive Design True

MC Obstructed No

Harmful – Individ. No

Harmful – Groups No

Misleading No

Harmful Categories -

Ads Present Yes

Ads Obstructive No

Monetization OK Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No directly harmful content identified. The page includes appropriate disclaimers and does not make extreme or dangerous health claims.

Ads Analysis

Ad Placement: Ads appear to be present but not obstructive to the main content experience. • User Experience Impact: Minimal impact on user experience, ads do not interfere with product information or purchasing process.

Recommendations

Critical Issues

- Ensure all health claims comply with FDA regulations
- Consider adding medical professional review of content

Improvements

- Add more scientific evidence and studies supporting health claims
- Include more detailed information about potential side effects and contraindications
- Provide author credentials for health-related content
- Add more conservative disclaimers about health benefits

Strengths

- Comprehensive product information
- Professional presentation
- Good customer review integration
- Clear business transparency
- Appropriate disclaimers present

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https://www.charlottesweb.com/products/sleep-cbd-gummies-bundle

72

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

72	PQ Score	82	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	80	Trust	80	Content Effort	70	Originality
75	Skill	65	Accuracy	75	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 72

PQ Analysis

Meets Purpose: True • Purpose Description: To sell CBD sleep gummies by providing product information, customer reviews, and purchasing options • Rating Justification: This is a well-designed e-commerce product page with comprehensive information, but it's in the YMYL health category with some concerning health claims that may not meet the highest standards for medical advice.

E-E-A-T

Overall	82
Experience	85
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Extensive customer reviews and ratings, Detailed product information and specifications, Professional brand presentation, Third-party testing mentions • Key Weaknesses: Health claims may exceed regulatory guidelines, Limited author credentials for health content, Potential regulatory compliance concerns • Trust Evidence: Trust indicators include extensive customer reviews, detailed contact information, clear policies, professional presentation, and third-party testing mentions. However, some trust concerns exist around health claims and regulatory compliance. • Expertise Evidence: The page shows expertise through detailed product specifications, ingredient lists, supplement facts, and proper CBD dosage information. The company appears knowledgeable about CBD formulations and sleep support products. • Experience Evidence: Charlotte's Web demonstrates significant experience as a CBD company with established product lines, detailed product information, and comprehensive customer reviews (2,186 reviews with 4.7 rating). The company shows practical experience in CBD product development and customer service. • Authoritativeness Evidence: Charlotte's Web appears to be a recognized brand in the CBD industry with professional website design, comprehensive product information, and established business presence. The site includes certificates of analysis and proper regulatory information.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products marketed for sleep and health benefits, making direct health claims about supporting sleep cycles and providing medical advice. CBD products and sleep aids fall clearly into health and safety YMYL category. • Potential Harm: Incorrect information about CBD effects, dosage, or interactions could lead to health risks. Sleep disorders may require medical attention that could be delayed by self-medication. • Standards Required: Very high standards for accuracy, medical expertise, and regulatory compliance are required for health-related product claims.

Main Content

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

MC Analysis

Strengths: Detailed product specifications, Extensive customer reviews, Clear pricing and options, Professional presentation • Weaknesses: Health claims may be overstated, Limited scientific backing for benefits, Potential regulatory compliance issues • Mc Description: Comprehensive product page for CBD sleep gummies with detailed product information, pricing, customer reviews, ingredient lists, and purchasing options.

Trust & Reputation

Trust Level	medium
Reputation Score	75
Has Contact Info	Yes
Has Author Info	No

Has About Info Yes

Reputation Sources -

Trust Analysis

Transparency: Good transparency in product information and business details, but limited transparency about health claim substantiation • Trust Factors: Professional website design, Extensive customer reviews, Clear contact information, Detailed policies, Third-party testing mentions • Distrust Factors: Health claims without clear medical backing, No clear author credentials for health content, Potential regulatory compliance concerns

Creator

Creator Identified Yes

Creator Type business

Credentials {}

Reputation positive

Quality Flags

Is Spam No

Spam Type none

Copied Content No

AI Generated No

Adequate Effort Yes

Has Originality Yes

Is Deceptive No

Deceptive Purpose True

Deceptive Design True

MC Obstructed No

Harmful – Individ. No

Harmful – Groups No

Misleading Yes

Harmful Categories health_misinformation

Ads Present Yes

Ads Obstructive No

Monetization OK Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No clear deceptive practices identified. Purpose is clear as e-commerce, design is straightforward, and information is generally accurate for product details.

Harm Analysis

Severity: low • Harm Details: The page makes health claims about CBD and sleep benefits that may not be fully supported by FDA-approved research. While not directly harmful, could be misleading about medical benefits.

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive to main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Critical Issues

- Health claims may exceed regulatory guidelines
- Limited medical expertise evidence for YMYL content

Improvements

- Add medical expert review of health claims
- Clarify FDA compliance status
- Include more scientific backing for health benefits
- Add author credentials for health content

Strengths

- Comprehensive product information
- Extensive customer reviews
- Professional presentation
- Good user experience

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https://www.charlottesweb.com/products/sleep-cbd-gummies-melatonin

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about Sleep CBD Gummies and facilitate purchase decisions through comprehensive product details, customer reviews, and clear purchasing options. • Rating Justification: This is a well-designed e-commerce product page with comprehensive information, extensive customer feedback, clear product details, and professional presentation. The page serves its commercial purpose effectively with high-quality content.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Extensive verified customer reviews, Detailed product specifications and ingredients, Professional brand presentation, Clear safety and testing information • Key Weaknesses: Limited author information for content, Could provide more detailed credentials of product developers • Trust Evidence: Strong trust indicators include extensive customer reviews, clear contact information, detailed product information, transparent pricing, professional website design, and mentions of third-party testing for safety. • Expertise Evidence: Company demonstrates expertise through detailed product specifications, ingredient lists, supplement facts, third-party testing mentions (COAs), and comprehensive FAQ section addressing technical questions about CBD and sleep. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience. The page shows detailed product information, customer reviews (2,186 reviews with 4.7 rating), and specific usage instructions indicating real-world experience with the product. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site shows professional presentation, comprehensive product information, clear business credentials, and established customer base evidenced by extensive reviews.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD products with melatonin for sleep, which are health supplements that could affect user health and safety. CBD products fall under health and wellness YMYL category. • Potential Harm: Incorrect information about CBD dosage, interactions, or effects could impact user health. Sleep aids require careful consideration of individual health conditions. • Standards Required: High standards for accuracy, safety information, proper disclaimers, and transparent ingredient/dosage information are required for health supplement products.

Main Content

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

MC Analysis

Strengths: Extensive customer reviews and ratings, Detailed product specifications, Clear pricing and purchasing options, Comprehensive FAQ section, Professional product imagery • Weaknesses: Could include more scientific backing for claims, Author information for content not clearly identified • Mc Description: Comprehensive product page for Sleep CBD Gummies including detailed product information, pricing, customer reviews, ingredient lists, usage instructions, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with detailed product information, ingredients, pricing, and customer reviews. Could improve with more author attribution for content. • Trust Factors: Extensive verified customer reviews, Clear contact information, Professional website design, Transparent pricing, Third-party testing mentions, Established brand presence • Distrust Factors: Limited author information for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page includes appropriate FDA disclaimers and presents product information responsibly.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content. Related product recommendations are relevant and helpful. • User Experience Impact: Minimal negative impact on user experience. Ads are relevant to the product category.

Recommendations

Improvements

- Add more detailed author/expert credentials for content
- Provide more scientific backing for product claims
- Make FDA disclaimers more prominent
- Include more detailed information about third-party testing

Strengths

- Extensive verified customer reviews
- Comprehensive product information
- Professional presentation
- Clear trust signals
- Transparent pricing and policies

148

https://www.charlottesweb.com/products/soft-gel-capsules

N/A

Confidence: –

Needs Work

Analysed: 03 Apr 2026 23:55

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

149

https://www.charlottesweb.com/products/stay-asleep-cbn-gummies

84

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:53

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	88	Content Effort	75	Originality
85	Skill	85	Accuracy	88	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about Stay Asleep CBN Gummies and facilitate purchase decisions through product specifications, customer reviews, and e-commerce functionality • Rating Justification: High-quality product page with comprehensive information, clear purpose, professional design, extensive customer feedback, and transparent business practices. Meets user needs effectively for product research and purchase decisions.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Extensive customer reviews and ratings, Third-party testing and transparency, Clear product information and dosage guidance, Professional brand presentation, B-Corp certification • Key Weaknesses: Limited author information for content, Could provide more scientific citations for health claims • Trust Evidence: Strong trust indicators including third-party testing, Certificate of Analysis availability, clear contact information, professional customer service, transparent ingredient lists, and extensive positive customer reviews • Expertise Evidence: Company shows expertise through detailed product specifications, third-party testing certificates, scientific explanations of CBN effects, and professional product development with specific dosage recommendations • Experience Evidence: Charlotte's Web demonstrates extensive experience in CBD/hemp industry with detailed product information, comprehensive FAQs, and 1,687 customer reviews with 4.5-star rating showing real user experiences • Authoritativeness Evidence: Established brand with clear company information, professional website design, comprehensive contact information, retail store locator, and B-Corp certification indicating industry recognition

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a health supplement product page making claims about sleep support and wellness benefits. CBD/CBN products fall under health and safety YMYL as they can affect user health and wellbeing. • Potential Harm: Incorrect dosage information, misleading health claims, or poor product quality could impact user health and sleep patterns • Standards Required: High standards required for health supplement claims, ingredient transparency, dosage accuracy, and safety information

Main Content

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

MC Analysis

Strengths: Clear product information, Extensive customer reviews, Detailed ingredient lists, Professional product photography, Comprehensive FAQ section • Weaknesses: Could benefit from more scientific backing for claims, Author information not clearly displayed • Mc Description: Comprehensive product page for Stay Asleep CBN Gummies including product details, pricing, customer reviews, ingredient information, FAQs, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	88
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	Customer reviews • B-Corp certification • Third-party testing

Trust Analysis

Transparency: High transparency with ingredient lists, third-party testing, customer reviews, and clear business information • Trust Factors: Extensive positive customer reviews, Third-party testing certificates, Clear contact information, Professional website design, B-Corp certification, Transparent ingredient information • Distrust Factors: Limited author attribution for content

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{'company': "Charlotte's Web CBD & Botanical Health & Wellness Supplements", 'testing': 'Third-party tested products', 'certifications': 'B-Corp certified'}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product information appears accurate and includes appropriate disclaimers. Health claims are generally responsible.

Ads Analysis

Ad Placement: Ads appear to be integrated appropriately without obstructing main content • User Experience Impact: Minimal negative impact on user experience

Recommendations

Improvements

- Add more scientific citations for health claims
- Include clearer author attribution for content
- Enhance FDA disclaimer visibility
- Consider adding more detailed safety information

Strengths

- Extensive customer review system
- Third-party testing transparency
- Professional brand presentation
- Comprehensive product information
- Strong trust signals

150

https://www.charlottesweb.com/products/stay-asleep-cbn-gummies-bundle

82

Confidence: 0.85

Should Rank

Analysed: 03 Apr 2026 23:56

Scores at a Glance

82	PQ Score	85	E-E-A-T Overall	85	Experience	80	Expertise
85	Authoritativeness	90	Trust	85	Content Effort	75	Originality
80	Skill	85	Accuracy	85	Reputation		

Page Quality

PQ Rating high

PQ Score 82

PQ Analysis

Meets Purpose: True • Purpose Description: To sell CBN gummies for sleep support while providing comprehensive product information, ingredients, usage instructions, and customer reviews to help users make informed purchasing decisions. • Rating Justification: This is a well-designed product page for a legitimate health supplement company. The page clearly serves its commercial purpose with comprehensive product information, professional presentation, and appropriate trust signals. While it's a commercial page, it provides substantial value to users seeking CBN sleep products.

E-E-A-T

Overall	85
Experience	85
Expertise	80
Authoritativeness	85
Trust	90

E-E-A-T Analysis

Key Strengths: Established brand reputation, Comprehensive product information, Third-party testing mentioned, Professional presentation, Clear contact and policy information • Key Weaknesses: No prominent expert credentials displayed, Limited author information for content, Could benefit from more detailed expertise credentials • Trust Evidence: Strong trust indicators include: comprehensive contact information, detailed policies (refund, shipping, privacy), third-party testing mentions, professional website design, clear product labeling with supplement facts, and established business presence. • Expertise Evidence: Company demonstrates expertise through detailed product formulation (20mg CBN per serving), clear ingredient sourcing (USA grown hemp), third-party testing mentions, and comprehensive product specifications. However, no specific expert credentials are prominently displayed. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience. The page shows detailed product information, supplement facts, ingredient lists, and usage instructions demonstrating practical experience with CBN products. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site shows professional design, comprehensive product information, certificates of analysis mentions, and appears to be an established business with proper contact information and policies.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page promotes a health supplement (CBN gummies) that claims to support sleep. Health supplements fall clearly under YMYL as they can impact user health and safety decisions. • Potential Harm: Inappropriate use of sleep supplements could affect health. However, the page includes appropriate disclaimers and encourages consulting healthcare professionals. • Standards Required: High standards for accuracy, expertise, and trustworthiness are required. The page should demonstrate clear expertise in health supplements and provide accurate, safe information.

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive ingredient details, Customer reviews, Professional presentation, Detailed supplement facts, Multiple product images • Weaknesses: Could benefit from more scientific backing for claims, Limited expert author information, Some marketing language could be more conservative • Mc Description: Comprehensive product page for CBN sleep gummies including product descriptions, ingredients, supplement facts, usage instructions, customer reviews, and purchasing options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No

Has About Info	Yes
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Reputation Sources	–
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Trust Analysis

Transparency: Good transparency with clear ingredient lists, supplement facts, policies, and contact information. Could improve with more expert credentials. • Trust Factors: Established brand, Comprehensive contact information, Clear policies, Professional design, Third-party testing mentioned, Customer reviews, Proper supplement labeling • Distrust Factors: No specific author credentials, Limited expert bylines

Creator

Creator Identified	Yes
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Creator Type	business
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Credentials	{}
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Reputation	positive
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Quality Flags

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

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. The page clearly presents as a commercial product page with transparent purpose and information.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. The page promotes a legitimate health supplement with appropriate disclaimers and does not make exaggerated medical claims.

Ads Analysis

Ad Placement: Ads appear to be appropriately placed and not obstructive to the main content. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add expert credentials or author information
- Include more scientific backing for health claims
- Consider adding healthcare professional endorsements
- Enhance expertise signals with more detailed company background

Strengths

- Comprehensive product information
- Professional presentation
- Strong trust signals
- Appropriate disclaimers
- Good user experience
- Established brand reputation

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<https://www.charlottesweb.com/products/stress-support-mushroom-gummies>

75

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:55

Scores at a Glance

75 PQ Score	81 E-E-A-T Overall	75 Experience	80 Expertise
85 Authoritativeness	85 Trust	80 Content Effort	70 Originality
85 Skill	75 Accuracy	85 Reputation	

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: To provide detailed information about stress support mushroom gummies and facilitate purchase decisions through product details, reviews, and purchasing options. • Rating Justification: Well-designed product page with comprehensive information, customer reviews, and professional presentation. However, lacks some depth in scientific backing and author credentials for health claims.

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing, Detailed product information, Customer reviews, Professional presentation • Key Weaknesses: No author information for content, Health claims require careful evaluation, Limited scientific citations • Trust Evidence: Established brand with contact information, about page, clear policies, third-party testing, professional presentation, and transparent ingredient listing. • Expertise Evidence: Product contains specific ingredient amounts, third-party testing mentioned, detailed supplement facts panel, and professional formulation with standardized extracts. • Experience Evidence: Customer reviews show real user experiences with 173 reviews averaging 4.8 stars. Detailed product descriptions and usage instructions demonstrate practical knowledge. • Authoritativeness Evidence: Charlotte's Web is a well-established CBD brand, certified B-Corp, extensive product line, professional website with comprehensive information and certificates of analysis.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This is a dietary supplement making health claims about stress management, cortisol levels, and fatigue. These are clear health-related claims that could impact user wellbeing. • Potential Harm: Incorrect information about supplement effects could lead to inappropriate self-treatment or delayed medical care for serious conditions. • Standards Required: High standards for accuracy, expertise, and trustworthiness required due to health claims and supplement nature.

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive ingredient details, Customer reviews, Professional presentation, Easy navigation • Weaknesses: Could use more scientific citations, Some health claims could be more specific, Limited author attribution • Mc Description: Product page for stress support mushroom gummies with detailed product information, ingredients, benefits, customer reviews, and purchase options.

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists, supplement facts, and company information readily available. • Trust Factors: Established brand, Contact information available, About page present, Third-party testing mentioned, Professional website, Customer reviews • Distrust Factors: No specific author information, Some marketing language

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information and transparent business practices.

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product appears to be a legitimate dietary supplement with appropriate disclaimers.

Ads Analysis

Ad Placement: Ads appear to be related products and promotional content that doesn't obstruct main content. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Improvements

- Add scientific citations for health claims
- Include author credentials for content
- Provide more detailed research backing
- Consider adding healthcare professional endorsements

Strengths

- Professional presentation

- Comprehensive product information
- Customer review integration
- Established brand reputation
- Clear contact and company information

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https://www.charlottesweb.com/products/stress-support-mushroom-gummies-bundle

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:25

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

153

https://www.charlottesweb.com/products/thc-free-cbd-cooling-gel

76

Confidence: 0.8

Should Rank

Analysed: 03 Apr 2026 23:56

Scores at a Glance

75	PQ Score	81	E-E-A-T Overall	75	Experience	80	Expertise
85	Authoritativeness	85	Trust	80	Content Effort	75	Originality
85	Skill	75	Accuracy	85	Reputation		

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page for CBD cooling gel with detailed product information, ingredients, usage instructions, and purchase options • Rating Justification: Well-designed product page with comprehensive information, good user experience, but lacks some depth in educational content and medical disclaimers for a health-related product

E-E-A-T

Overall	81
Experience	75
Expertise	80
Authoritativeness	85
Trust	85

E-E-A-T Analysis

Key Strengths: Established brand reputation, Third-party testing claims, Detailed product information, Professional presentation • Key Weaknesses: No specific author information for product descriptions, Limited medical disclaimers for health claims • Trust Evidence: Contact information available, about page present, certificates of analysis mentioned, third-party testing claims, professional presentation, established brand • Expertise Evidence: Comprehensive product information, third-party testing mentioned, Certificate of Analysis available, detailed ingredient list with organic certifications, science-backed claims • Experience Evidence: Product descriptions show practical understanding of CBD topical applications, specific use cases for athletes and outdoor adventurers, detailed ingredient explanations • Authoritativeness Evidence: Charlotte's Web is a well-known CBD brand, certified B Corporation status, extensive product line, professional website design, comprehensive FAQ section

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: CBD topical product makes health and wellness claims, marketed for pain relief and recovery, contains regulated substances • Potential Harm: Incorrect usage or misleading health claims could impact user health decisions and treatment choices • Standards Required: High standards for accuracy, medical disclaimers, regulatory compliance, and evidence-based claims

Main Content

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

MC Analysis

Strengths: Clear product information, Comprehensive ingredient list, Good visual presentation, Customer reviews included • Weaknesses: Could use more educational content about CBD, Limited medical disclaimers • Mc Description: Product page for THC-Free CBD Cooling Gel with detailed product information, ingredients, usage instructions, customer reviews, and purchase options

Trust & Reputation

Trust Level	high
Reputation Score	85
Has Contact Info	Yes
Has Author Info	No
Has About Info	Yes
Reputation Sources	–

Trust Analysis

Transparency: Good transparency with ingredient lists and company information, but could improve with more detailed medical disclaimers • Trust Factors: Established brand, Contact information available, About page present, Professional design, Third-party testing claims • Distrust Factors: No specific author attribution, Limited medical disclaimers

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

Is Spam	No
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Spam Type	none
Copied Content	No
AI Generated	No
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	Yes
Ads Obstructive	No
Monetization OK	Yes

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

Severity: none • Deception Details: No deceptive practices identified. Clear product information and honest presentation

Harm Analysis

Severity: none • Harm Details: No harmful content identified. Product appears to be legitimate CBD topical with appropriate disclaimers

Ads Analysis

Ad Placement: Ads appear to be related product recommendations and subscription offers, appropriately placed • User Experience Impact: Minimal negative impact, ads are relevant and not obstructive

Recommendations

Improvements

- Add stronger medical disclaimers for health claims
- Include more educational content about CBD
- Add author attribution for product descriptions

Strengths

- Professional presentation
- Comprehensive product information
- Established brand reputation
- Good user experience

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https://www.charlottesweb.com/products/unwind-thc-gummies

N/A

Confidence: –

Needs Work

Analysed: 04 Apr 2026 00:25

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

155

https://www.charlottesweb.com/products/unwind-thc-gummies-bundle

75

Confidence: 0.8

Should Rank

Analysed: 04 Apr 2026 00:25

Scores at a Glance

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

Page Quality

PQ Rating medium_plus

PQ Score 75

PQ Analysis

Meets Purpose: True • Purpose Description: E-commerce product page selling CBD/THC gummies with detailed product information, pricing, and purchase options. • Rating Justification: This is a well-designed e-commerce product page with comprehensive information, but it's selling YMYL products (CBD/THC) with health claims that lack sufficient expert backing. The page serves its commercial purpose well but falls short of high standards needed for YMYL content.

E-E-A-T

Overall	80
Experience	75
Expertise	80
Authoritativeness	85
Trust	80

E-E-A-T Analysis

Key Strengths: Established brand reputation, Detailed product information, Third-party testing mentioned, Professional website design, Clear contact and policy information • Key Weaknesses: No visible author credentials for health claims, Limited scientific backing for specific benefits, YMYL content without medical expert attribution • Trust Evidence: Site has contact information, about page, clear policies, professional presentation, and mentions third-party testing. However, lacks visible author credentials for specific health claims. • Expertise Evidence: Company demonstrates expertise through detailed product specifications, third-party testing mentions, fast-acting technology details, and comprehensive FAQ section addressing technical questions about CBD/THC effects. • Experience Evidence: Charlotte's Web is a well-established CBD company with clear product experience. The page shows detailed product information, supplement facts, and specific dosage guidance indicating practical experience with CBD/THC products. • Authoritativeness Evidence: Charlotte's Web is a recognized brand in the CBD industry. The site has professional design, comprehensive product information, certificates of analysis, and appears to be an established business with retail partnerships.

YMYL

Is YMYL	Yes
Category	health_safety
Risk Level	clear_ymyl

YMYL Analysis

Reasoning: This page sells CBD/THC products making specific health claims about stress relief, calming effects, and wellness benefits. These are controlled substances with psychoactive effects that can impact health and safety. • Potential Harm: Incorrect dosage information, drug interactions, impaired driving, failed drug tests, and inappropriate use could cause significant harm to users. • Standards Required: High E-A-T standards required, including medical expert review, clear safety warnings, and authoritative health information.

Main Content

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

MC Analysis

Strengths: Detailed product information, Multiple high-quality images, Clear pricing and options, Comprehensive FAQ section, Professional presentation • Weaknesses: Health claims lack expert attribution, Limited safety warnings prominence, Could benefit from more detailed contraindication information • Mc Description: Comprehensive product page for CBD/THC gummies including detailed descriptions, images, pricing, ingredients, FAQ section, and purchase options.

Trust & Reputation

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

Trust Analysis

Transparency: Good transparency in terms of ingredients, policies, and business information, but could improve in terms of scientific backing for claims. • Trust Factors: Established brand, Professional website, Contact information available, Clear policies, Third-party testing mentioned, Appropriate legal disclaimers • Distrust Factors: No author credentials for health claims, Limited scientific backing for benefits, Some marketing language that could oversell effects

Creator

Creator Identified	Yes
Creator Type	business
Credentials	{}
Reputation	positive

Quality Flags

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

Spam Analysis

Confidence: high • Spam Indicators: None

Deception Analysis

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

Harm Analysis

Severity: none • Harm Details: No directly harmful content identified. The page includes appropriate warnings about driving, drug tests, and age restrictions. However, health claims could be better supported.

Ads Analysis

Ad Placement: Ads appear to be integrated promotional content and related products, not obstructive third-party advertising. • User Experience Impact: Minimal negative impact on user experience.

Recommendations

Critical Issues

- YMYL health claims need stronger expert backing

Improvements

- Add medical expert review or credentials for health claims
- Enhance scientific backing for benefit claims with citations
- Make safety warnings more prominent
- Add more detailed contraindication information

Strengths

- Professional presentation
- Comprehensive product information
- Good user experience
- Established brand trust
- Appropriate legal disclaimers