

Putting **M.E.E.E.A.T.** on the bone for the User & Google to chew on

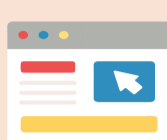


In SEO content is still king

What has changed with content is not the content but the **delivery** of that content.



People these days are consuming content in so many different places & formats that it makes it difficult to create engaging **content that ranks and converts.**



Some people prefer to continue reading **webpages** to find the information they are looking for.



Some prefer to see the **pictures** because they are more visual than contextual.

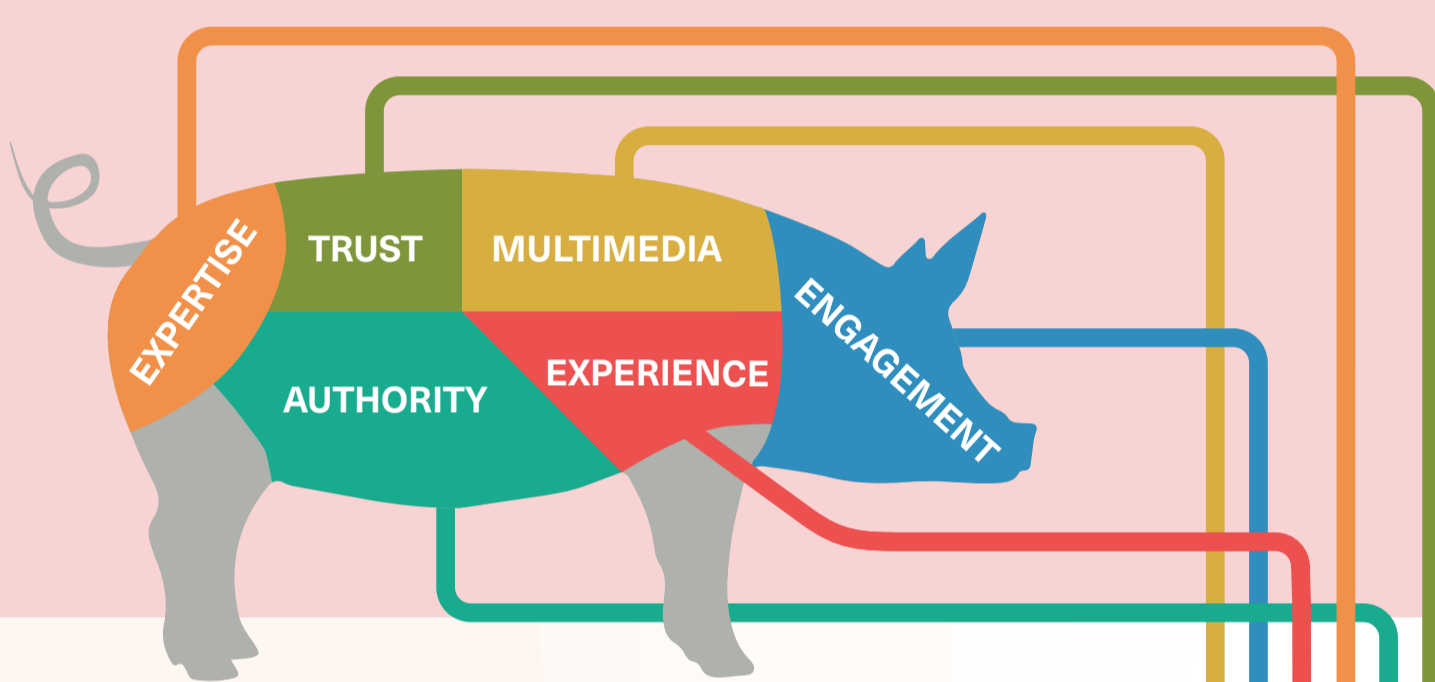


Others would prefer to just watch video on YouTube or other **online video platforms.**

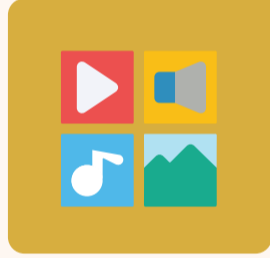


In some cases it is more of an auditory way such as **podcast & streaming radio platforms.**

This infographic will breakdown how all of the pieces fit together to get **M.E.E.E.A.T.** on the bone of content.



Multimedia



Consists of **infographics, specific images, embedded videos and other types content aside from the written word.** By doing this you provide the same content to audiences that differ based on how they choose to consume content. Online content marketing with multimedia is **highly engaging** as it presents desired information in a multifaceted but direct and timely manner.

Engagement



Essential for views and conversion as it keeps **readers locked in on content** to the point that they are more likely to move through the website experience and at least **consider the value offered in the minutes, hours, days, and weeks that follow their website visit.**

Experience



In short means that Google values **firsthand or life experience of the author** on the topic a page is about. It is important because often searchers want to know **first-hand information** before they decide to purchase something or use a certain service.

Expertise



Refers to the **content writer's level of knowledge or skill** in a specific subject area that is relevant to the user's search query. High-quality content should be created by someone with **relevant expertise in the topic being discussed.**

Authoritativeness



Refers to the **credibility of the content and the website** it is hosted on. Authoritativeness can be established through the **quality of the content, the site's reputation, author's reputation, external links & content citations, and the credentials of the content creator.**

Trustworthiness



Is the final result of doing all of the above. If you can write content that is helpful, knowledge, first hand based on experience from someone who is an expert in their field, you get the **trust of users consuming your content.** If you can gain the user's trust about your content, Google and other search engines will "Trust" you and will **provide you with the organic visibility we all strive for.**