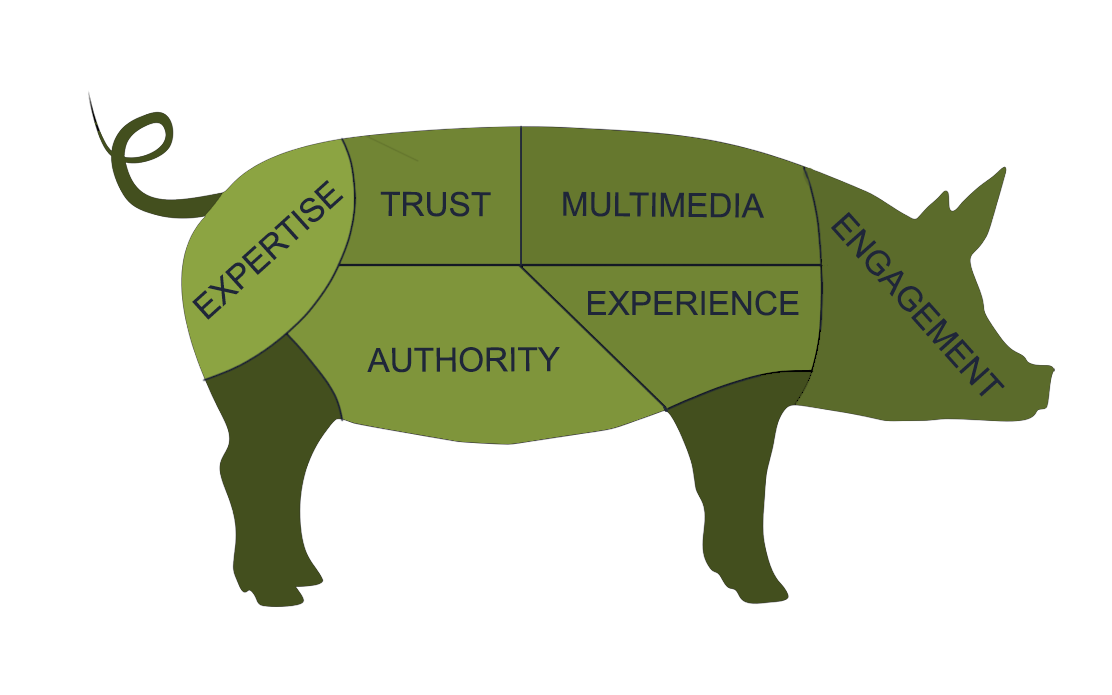
**Infographic Title - “**Putting M.E.E.E.A.T. on the bone for the User & Google To Chew on”

**Introduction Paragraph**

**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, and 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.

**Image with content Sections**

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**Content Sections that coincide with the graphic:**

**Multimedia -** “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 -** “Engagement” is 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.

**Expertise -** “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.

**Experience** - “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.

**Authoritativeness** - “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 -** “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..