

The Power of an Authoritative Content Writer



Google is a powerful tool for building the attention needed for your brand to succeed. With the right mix of SEO, marketing, and content, you can be touted as a leader in your respective industry.

That being said, Google is constantly changing how it ranks content. What once was a battle between keywords has now become a battle of authoritative figures who produce high-quality content. Prior, someone who wrote one piece of content could rank at the top of a search engine by simply having the ideal number of keywords. Now, Google wants to see content from experts and other authoritative experts who have built trust thanks to their time in the industry and their expertise.

One of my clients did a deep dive into their website, SEO, and ranking on Google through the help of Marie Haynes Consulting, Inc. – a search engine marketing consultant. They wanted to see what was working and not working on their website to further help build their sales and brand awareness. Their findings in regards to my content writing have shown to be a huge asset to their overall business, ranking, and authority on Google.

How can my content writing help your business? Below is what Marie Haynes Consulting, Inc. found during their research in regards to my business and content writing services.

We ARE the Leading Content Writing Authority

One of the key areas that Google looks for when it comes to ranking content is through an E-A-T assessment. E-A-T stands for Expertise, Authority, and Trust. Below you will find the many things said about me and my services when it comes to the content I produce and how my E-A-T in the industry has helped transform the business of one of my many clients.



Comments

The QRG mention that it is important that articles are written by individuals with a high level of E-A-T. We looked at the sole author listed on your site and have the following comments on author E-A-T:

Matt Weik, seems to have a great deal of E-A-T on the topics he's writing about.

Matt Weik

<https://www.linkedin.com/in/mattweik>

Has a LinkedIn Profile that shows he has 16+ years of experience in the fitness industry and a number of professional designation in the field.



Matt Weik

500+
connections

Owner of Weik Fitness, LLC Fitness
Expert/Author/Writer/Speaker/Podcaster BS,
CSCS, CPT, CSN
Wernersville, Pennsylvania
| Health, Wellness and Fitness

Current	Weik Fitness, LLC, Bodybuilding.com, IronMag.com
Previous	The Nature's Bounty Co., Physique Magazine, ExtraFit Magazine

<https://www.bodybuilding.com/author/matt-weik>

Bodybuilding.com lists Matt Weik as a contributor and a list of 20 articles under his name. This is a great feat considering the authority level of the site. Additionally, he is 1 of 5 experts on the Supplement Expert Panel for Bodybuilding.com.



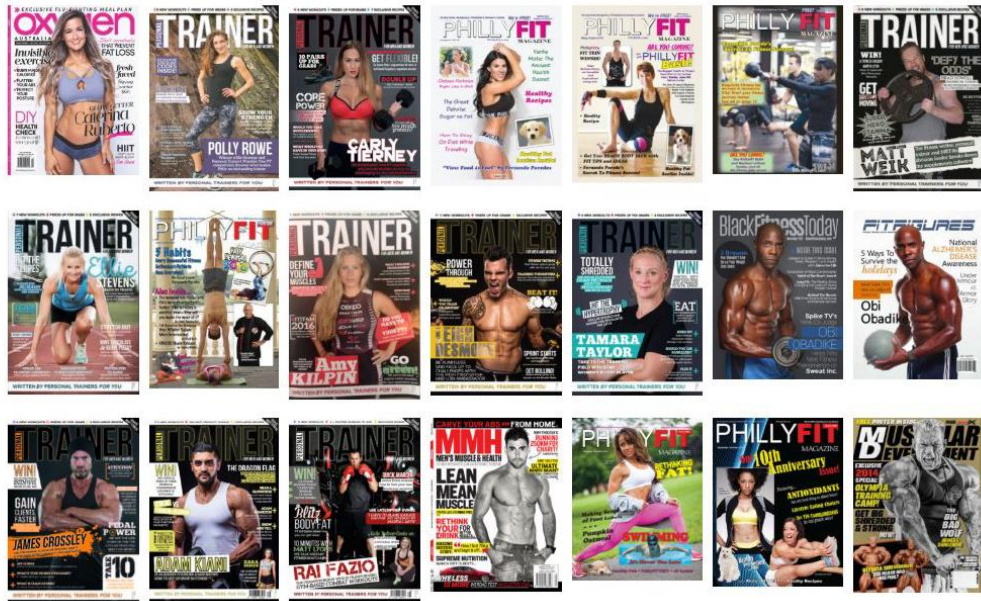
MATT WEIK

BODYBUILDING.COM CONTRIBUTOR

Background

As the founder and owner of Weik Fitness, LLC, Matt Weik produces content for numerous websites, magazines, and supplement and fitness companies. Before graduating from Penn State University with a degree in kinesiology and a business minor in 2005, Weik served as a high school strength-and-conditioning coach. He also worked as a personal trainer and service director for a small gym chain. Weik has held two positions within MET-Rx (a division of NBTY), including manager of the MET-Rx Team Sports division.

Matt has been featured in almost 15 different publications, with a combined total of nearly 100 magazines. Below is a snippet of some of those magazines:



Matt Weik has authored 10 books. His work is published primarily under Health & Fitness. Some of the books written by Matt include:



Matt Weik maintains a weekly podcast on iTunes, titled *Weik Fitness Podcast*, on the topic of health, fitness, nutrition, business, and entrepreneurship.




[View in iTunes](#)

(Blocked out a doctor's name in the industry who is a writer for privacy)

[\[Redacted\]](#) has some great E-A-T mentioned on and off-site, but we do feel that overall, Matt Weik's display of his qualification on [\[Redacted\].com](#) is more thorough.

(Blocked out client's name for privacy)

Proper optimization of author bios/profiles				We recommend having Matt Weik's short bio on the bottom of posts link directly to his full bio on the about page.
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If you are looking to increase your brand awareness, improve SEO and site ranking, as well as boost your overall sales, reach out to discuss the list of services available and how we can help take your business to the next level.

Matt Weik, BS, CSCS, CPT, CSN
Owner of Weik Fitness, LLC
www.weikfitness.com



weik fitness