



2018 Blog Content Length Research Report

From CoSchedule



The following report is comprised of data from CoSchedule, the number one marketing calendar software solution.



We researched our top 10 performing blog posts based on total traffic and social shares.

From our data, we made the following conclusions (for our own content):

1. The longer your post is, the higher chance you have of ranking.
2. The length of your post does not necessarily indicate more social shares.
3. Our top-ranking headlines were about 11 words long.
4. Quality images improve content readability and positively correlate with higher rankings and shares.

It's important to note these findings are based on our own data and reflect of our own work. What works for us may not work for you. You may need to experiment to find the right fit.

SECTION 1: TOP TEN TRAFFIC POSTS

Data Table

BLOG POSTS	TRAFFIC TOTAL	ORGANIC TRAFFIC	RANKING <i>As Of 12/13/17</i>	WORD COUNT	IMAGES	INFO-GRAPHIC	HEADLINE LENGTH	SUB-HEAD LENGTH	TABLE OF CONTENTS	# OF CLICK TO TWEETS	VIDEOS
1	4,231,537	2,244,091	1	5,309	27	1	13 words	2-13	yes	9	3
2	784,085	388,374	3	5,203	38	no	14 words	1-8	no	8	0
3	585,960	374,590	7	3,684	18	no	13 words	5-14	no	9	0
4	534,962	308,031	1	5,010	33	no	10 words	3-14	no	7	0
5	456,405	243,017	3	3,315	26	2	13 words	3-13	yes	5	2
6	361,068	170,983	1	2,217	15	no	11 words	2-9	no	5	0
7	314,664	154,408	1	2,149	10	no	9 words	3-11	no	3	0
8	302,184	176,623	1	7,784	30	6	11 words	2-17	no	15	5
9	294,696	152,935	1	3,405	5	no	9 words	4-12	no	3	0
10	290,674	159,613	1	2,588	5	no	10 words	4-11	no	4	1
AVERAGE	815,624	437,267	2	4,066	20.7		11 WORDS			6.8	1.1



Word Count and Rankings

4,066

*Average number of words
per post*

815,624

Average number of visits

2

Average rank on Google

What can we learn from this data?

1. You have a better chance of getting your post to rank if it's over 2,500 words.
2. The higher your posts rank on Google, the better chance you have of getting traffic to your website.
3. High-competition keywords typically require more in-depth content to rank and drive traffic.



SECTION 3: TOP TEN TRAFFIC POSTS

Headlines and Images

11

*Average number of words
in our headlines*

20

*Average number of images
in our posts*

203

*One image for every 203
words in our posts*

What can we learn from this data?

1. Longer posts require more images to help tell a complete story and improve readability.
2. Concise headlines that communicate clear benefits improve clicks and traffic.
3. Placing visual content (images, videos, etc.) every 200 words in your posts correlates positively with higher rankings, shares, and traffic.

SECTION 4: TOP TEN SHARED BLOG POSTS

Data Table

BLOG POSTS	NUMBER OF SHARES	NUMBER OF WORDS	INFO-GRAPHIC	IMAGES	HEADLINE LENGTH	SUB-HEAD LENGTH	TABLE OF CONTENTS	# OF CLICK TO TWEETS	VIDEOS	FACE-BOOK	LINKED-IN	PINTER-EST
1	5.5K	2,149	0	10	9 words	3-11	no	3	0	310	724	4499
2	3.7K	5,309	1	27	13 words	2-13	yes	9	3	1436	1725	568
3	3.2K	2,427	0	0	14 words	1-9	no	3	0	10	951	2271
4	2.7K	5,203	0	38	14 words	1-8	no	8	0	269	833	1606
5	1.7K	299	1	0	8 words	1-8	no	5	0	67	15	1595
6	1.6K	7,784	6	30	11 words	2-17	no	15	5	354	412	847
7	1.6K	4,593	2	7	13 words	7-12	no	6	1	178	273	1123
8	1.4K	6,040	1	19	10 words	2-9	no	9	2	154	449	830
9	1.4K	16,011	1	62	9 words	3-12	yes	7	3	260	888	276
10	1.4K	3,312	0	15	12 words	1-11	yes	10	0	97	92	1230
AVG	2.4K	5,313	1.2	20.8	11 WORDS			7.5	1.4	313.5	636.2	1484.5

SECTION 5: TOP TEN SHARED BLOG POSTS

Word Count and Social Shares

5,313 *Average number of words per post for top shares*

2.4K *Average number of total social shares*

313.5 *Average number of shares on Facebook*

636.2 *Average number of shares on LinkedIn*

1484 *Average number of shares on Pinterest*

What can we learn from this data?

1. For CoSchedule, Pinterest is an incredibly powerful social platform. If you aren't already active on it, you may want to look into it.
2. The average length of our top shared posts is longer than our highest traffic posts. This contrasts with other available data on the web claiming that shorter content may get more shares on social media.
3. The takeaway? Strong visual content and headlines including numbers and stats appear to influence social shares more than content length.



SECTION 6: TOP TEN SHARED BLOG POSTS

Images, Infographics, and Headlines

265

Word count to image ratio

120

*Number of social shares
per image*

11

*Average number of words
per headline*

What can we learn from this data?

1. Strong images are essential for social shares.
2. However, they need to be strategically placed to help fill in the knowledge gap for your reader.
3. 11 words appears to be the optimal headline length for our own content.



SECTION 7

Conclusion

This is a lot of data! Here are some condensed concluding thoughts:

1. Headlines should be about 11 words long.
2. Sub-headers should be about 8.
3. There should be an image for every 225 words (approximately).
4. Long posts benefit from having a clickable table of contents to provide a better user experience.
5. Pinterest may be an underutilized channel for content marketers.
6. Longer length (2,500+ words) correlates positively with higher search engine rankings.
7. The length of a post doesn't matter as much for social shares.
8. If you want social shares, write relevant content for your audience that includes strong visuals.
9. The number of click to tweet options that are in your blog may affect social shares.
10. LinkedIn is a great place to post your content to get your audience to share it.



Manage Your Blog Better

With CoSchedule

You now have starting points for blog content length. When it's time to plan, publish, and promote your content, consider CoSchedule. Our marketing calendar platform includes all the project management and content scheduling capabilities you need to work faster and hit every deadline.

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