

# How do you compare to SERIOUS BUSINESS BLOGGERS?

## Research Reveals Top Blogging Trends

What's up? What's down? What's flat and all that in the explosive world of business blogging and how do you stack up?

Orbit Media has crunched the numbers two years running. The data\* reveals blogging has become:

**MORE** of a respected profession and **LESS** of a hobby.

Surveys of more than **1000 bloggers** in 2014 & 2015



## TOP 10 TAKEAWAYS

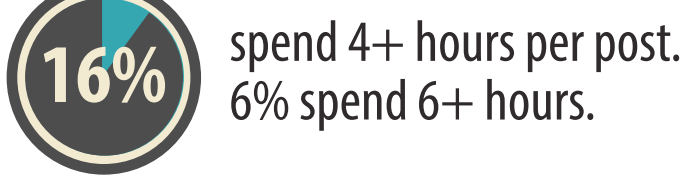
1. Bloggers are investing more time creating posts.
  2. More blogging is being done during normal work hours.
  3. Social media is the blogger's most common promotional channel.
  4. The use of images and audio is on the incline.
  5. **75%** of bloggers write posts of 1000 words or less.
  6. **64%** write for more than one blog.
  7. **85%** publish at regular intervals.
- The majority of bloggers..
8. ..publish weekly or more.
  9. ..edit their own work.
  10. ..regularly check their analytics.

## Business Bloggers Clock-In

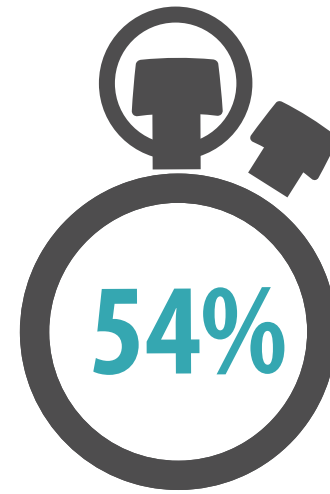
**2.5 hours is the average time** invested in writing.



Serious business bloggers put more effort into their craft and are logging longer hours.

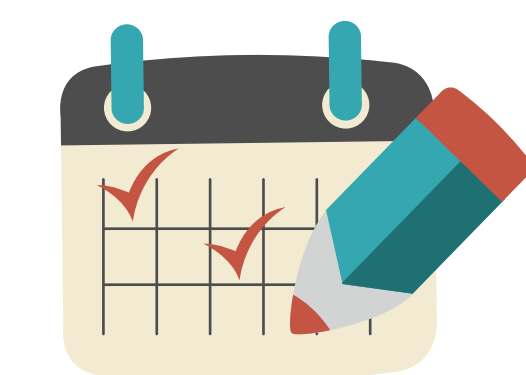


"There is no such thing as a successful blog now. There are only successful blog posts."  
~ Jay Baer



**54%** knock-out blog posts in an hour or two. Will they achieve their goals?

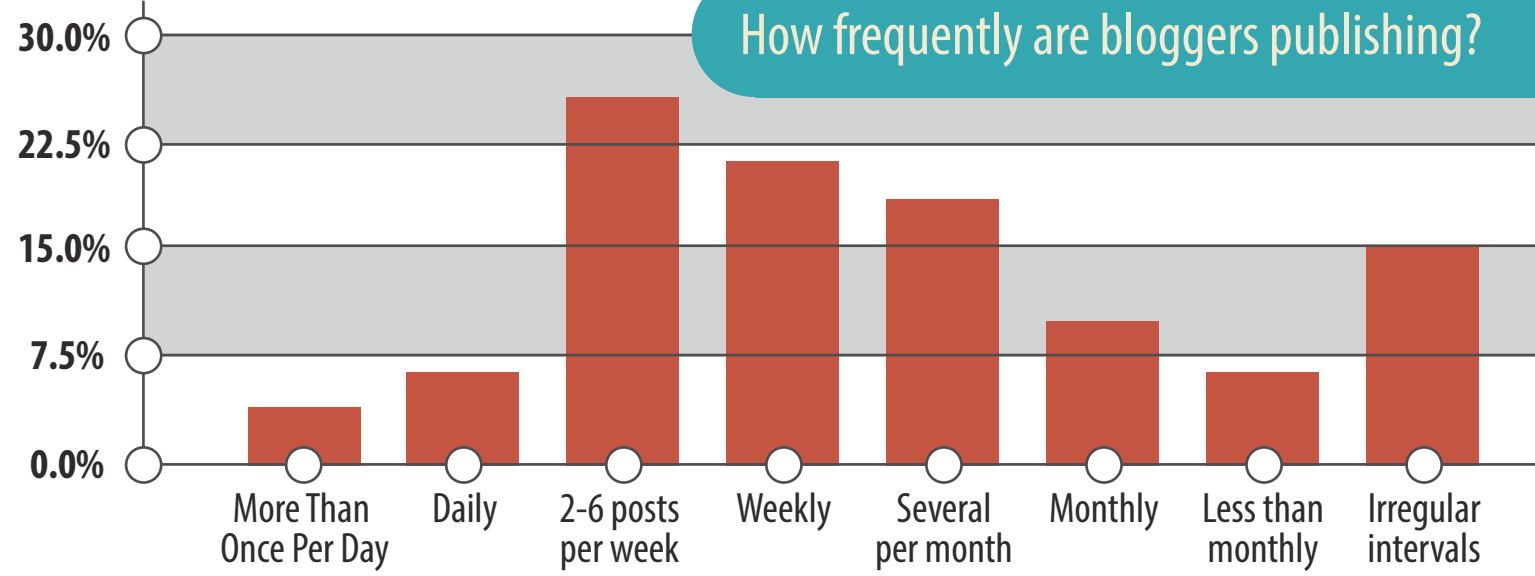
## Content Marketers Care About Calendars



### Weekly (or more) wins for frequency.

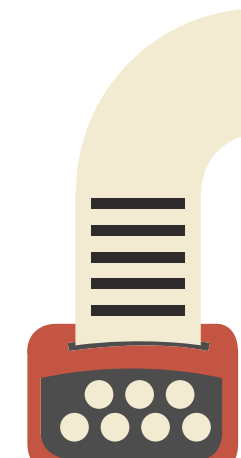
Business blogging frequency varies widely, but most publish at regular intervals. The number of bloggers publishing daily (or more) has risen.

Note: Daily bloggers report spending less time on their posts.



## Let Us Count the Words

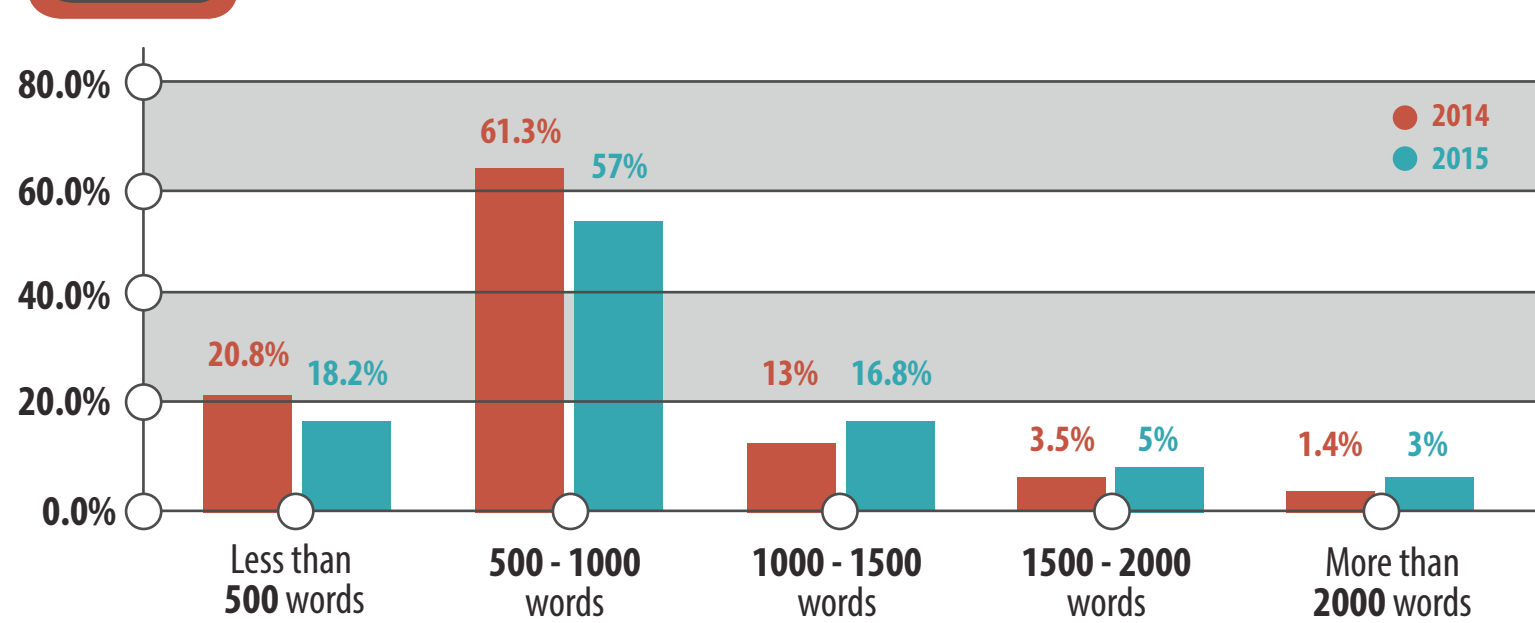
Blog posts of 1,500+ words have increased by **72%**



### Going long.

Far more bloggers now pen lengthier posts.

### How long is your typical blog post?



#### Shorties

Less than 20% produce posts of less than 500 words (which is lower than last year).

#### The sweet spot

The 500 - 1000 range remains the most popular length (though it's declined).

#### Long

Posts of 1000 - 1500 are words have increased.

#### Longer

The trend holds steady in the 1500 - 2000 word range.

#### Longest

About 2x as many bloggers now write posts upwards of 2000 words.

## What's New in Business Blogging?

The data indicates blogging's growing up and bloggers are stepping it up. Survey result comparisons from the past two years reflect an increase across the board in:

- Length of the average post
- Working on blogging during office hours
- Time spent per post
- Posts created for clients

\*Data based on 2014 survey of 1033 bloggers and 2014 survey of 1074 bloggers

2014 Survey: <http://www.orbitmedia.com/blog/blogger-analysis/>  
2015 Survey: <http://www.orbitmedia.com/blog/blogger-research/>