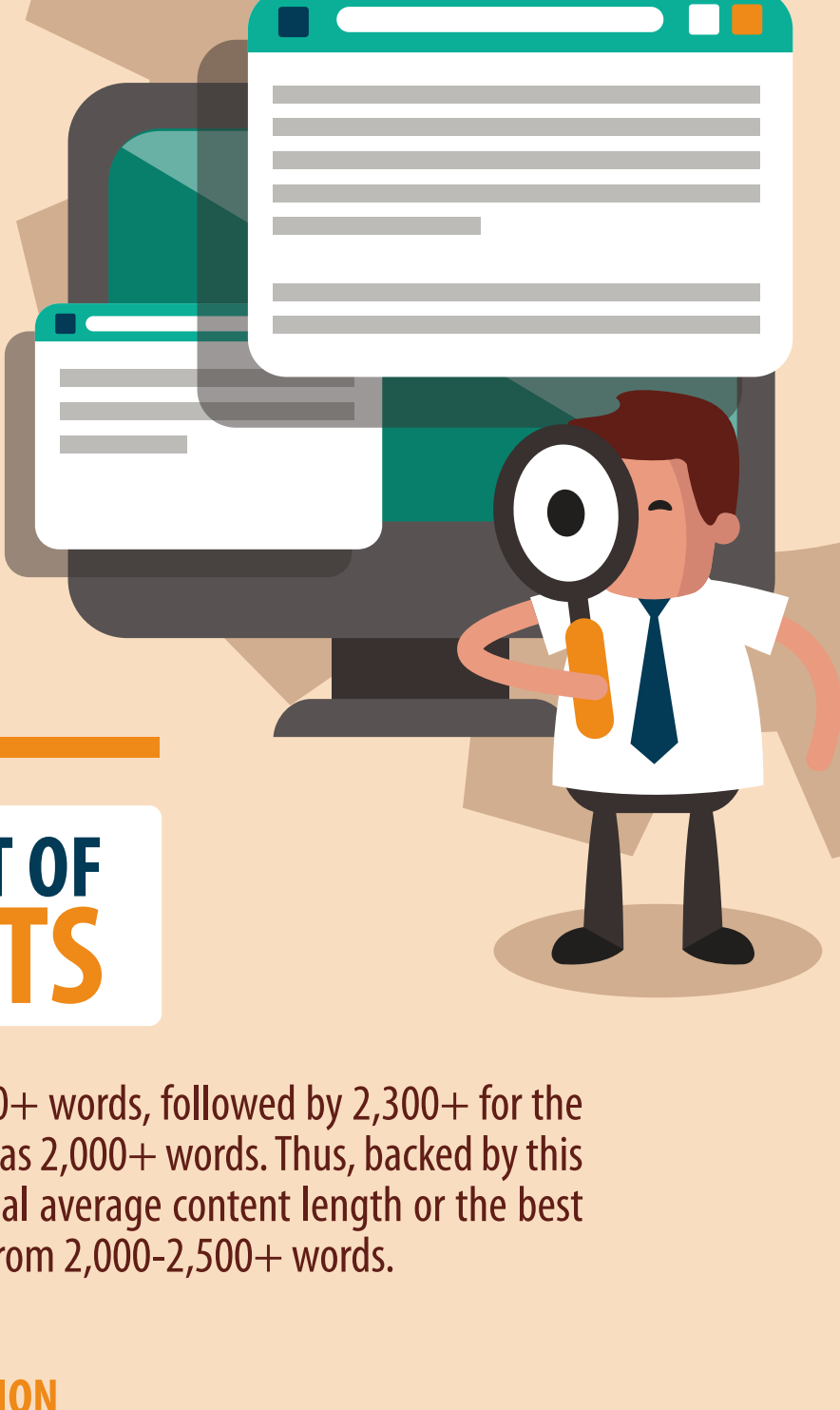


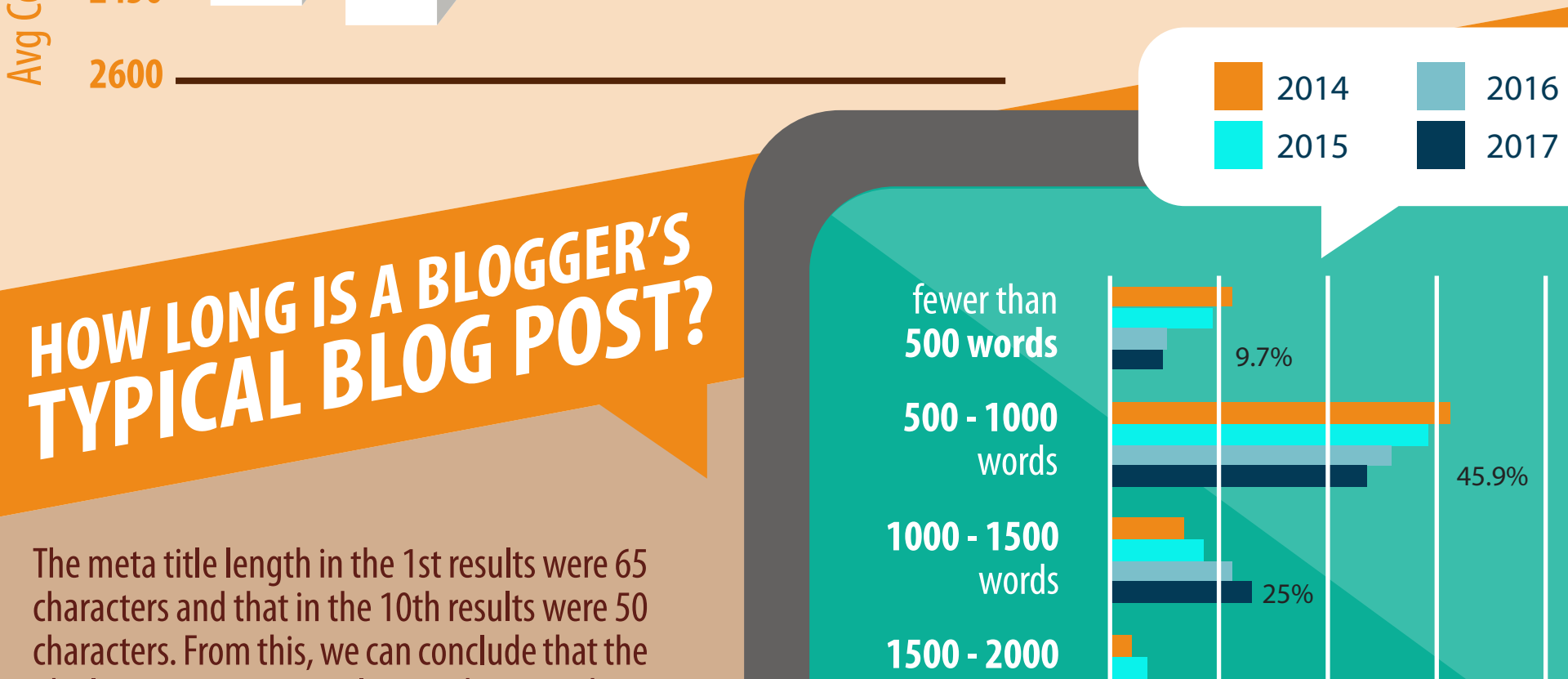
HOW CONTENT LENGTH AFFECTS SEO AND CONVERSIONS

Content is the driving force behind all campaigns be it - SEO, Paid or Social Media. However, there is always a debate as to which is better - long form or short form content and as such, to help solve this dilemma, we've analysed the top 10 search results of over 21,000 URLs and this is what we've discovered.



AVG. CONTENT LENGTH OF TOP 10 RESULTS

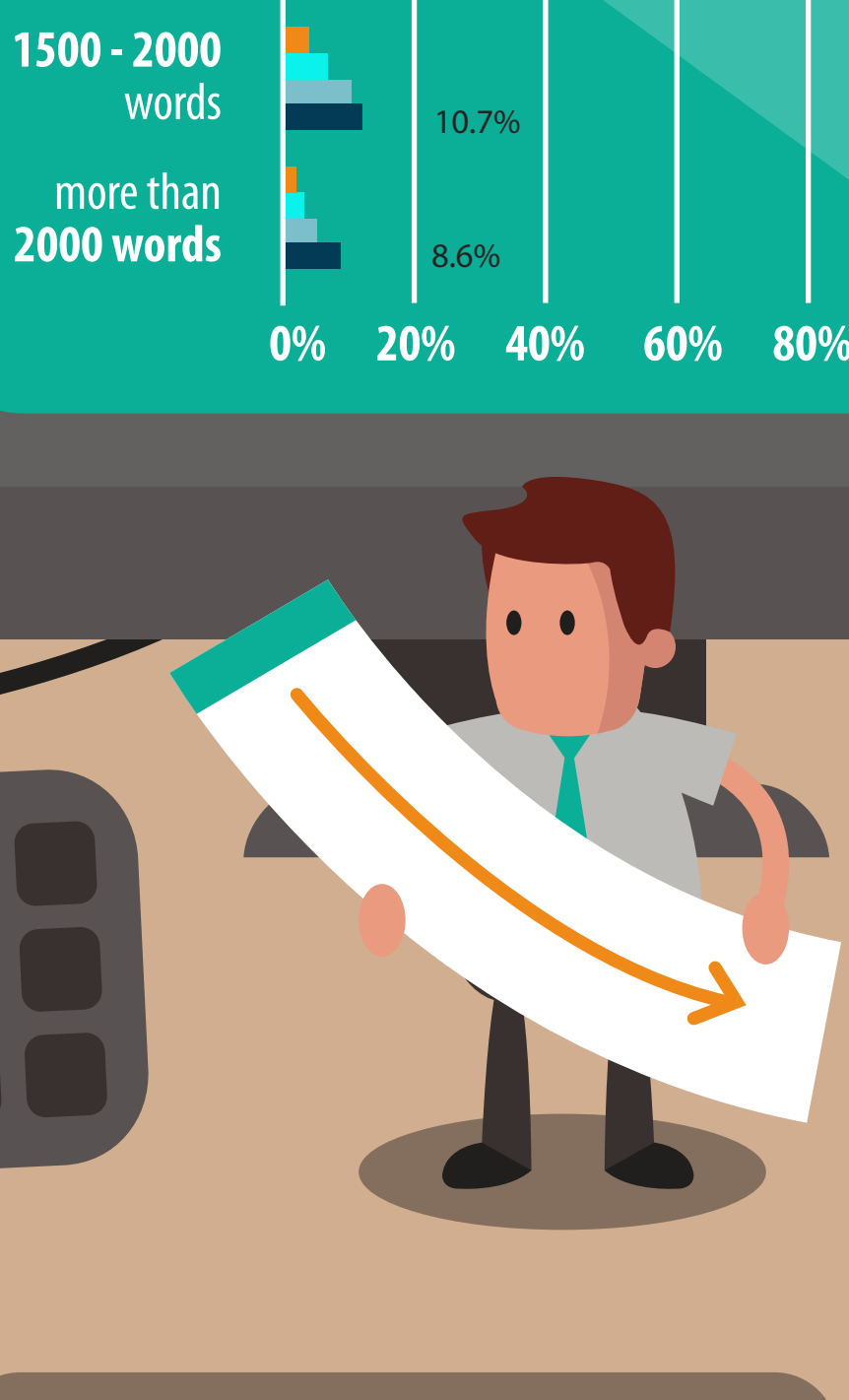
The first position comprises of 2,500+ words, followed by 2,300+ for the 5th position, while the 10th result has 2,000+ words. Thus, backed by this data, we can safely say that the ideal average content length or the best post length can be anywhere from 2,000-2,500+ words.



HOW LONG IS A BLOGGER'S TYPICAL BLOG POST?

The meta title length in the 1st results were 65 characters and that in the 10th results were 50 characters. From this, we can conclude that the ideal average meta title can be anywhere between 60-70 characters. Similarly, the meta description length in the first results were 290 characters and that of the 10th results are 200 characters. Thus, the ideal average meta description one needs to Zaim for is between 250-300 characters.

Anything above this will be truncated by Google and if the meta title and description are too low then Google will automatically generate snippets based on the content to fill those extra spaces.



HOW CONTENT LENGTH AFFECTS SEO

1. LONGER CONTENT EARNS MORE BACKLINKS

The more in-depth your article is, the higher its chances of earning quality backlinks. Since marketers are always on the lookout for a comprehensive piece of content that they can link to in order to provide a better resource to their audience, a longer piece of content (2,000+ word count) is likely to garner more backlinks than a short form content (500-1,000 word count).

2. LONGER CONTENT GETS MORE SOCIAL SHARES

Longer content attracts more audience as it provides them greater value. It also helps you stand out from your competitors and help increase user engagement. Thus, if the content is engaging and informative then a visitor is likely to share your content with others (friends, colleagues and networks), thus getting you more social shares.

3. IT PROVIDES LONG-TERM SEO VALUE (EVERGREEN CONTENT)

Evergreen content is a piece of content that is not time-sensitive and remains relevant long after its first published. This type of long form content provides long-term SEO value and its advantages far outweigh that of a shorter content. Also, when kept up-to-date and fresh, evergreen content helps drive organic traffic and ranking over time.

4. LONG FORM CONTENT CREATE STRONGER BRAND SIGNALS

One of the reasons why top websites like The Moz Blog, HubSpot, and Content Marketing Institute are considered strong authority figures in the digital marketing space is because they provide their audience comprehensive content that is in-depth, research-based and more often than not, comprises of original data. This has helped them develop stronger brand signals over time as well as helped them establish their selves as knowledgeable experts in the industry, increasing their brand credibility.

5. GOOGLE'S RANKBRRAIN REWARDS LONG FORM CONTENT

RankBrain is a machine learning (AI) algorithm that makes it easier for Google to understand long and complex search queries, thus enabling it to provide relevant results to users. When you write long form content, you are invariably using a lot of LSI keywords and phrases. This helps RankBrain to easily interpret what your content topic is about, which, in turn, ensures that your content ranks better on the search result for targeted keywords.

6. LONG FORM CONTENT HELPS INCREASE DWELL TIME

Long form articles make available all information related to a specific topic in one place. This ensures that a user doesn't have to seek out other similar resources, leading them to spend more time on your site. And this, in turn, ultimately increases your site's dwell time, providing you with SEO benefits like lower bounce rate and a higher ranking on SERPs. social shares.

7. LONGER CONTENT HELPS BOOST CLICK-THROUGH-RATE

A higher click-through rate is an indirect SEO benefit of long form content. Click-through rate is mainly influenced by optimized meta title and meta descriptions. Thus, when you write longer articles, you are able to create descriptive meta tags with long tail keywords, which leads to better positioning on SERPs and attracts more eyeballs.

8. LONG FORM HELPS BOOST AUDIENCE ENGAGEMENT

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9. LONGER CONTENT HELPS INCREASE EMAIL SUBSCRIBERS

Most marketers when they write long form articles provide content upgrades in the form of PDF, infographic, cheat sheet etc that the visitors can download and use it for future reference. This helps them garner more leads, as users are willing to download a free resource if it is valuable in exchange for their emails. As such, by writing long form articles, you would be able to increase your list of email subscribers 10X faster.

10. LONG FORM CONTENT REDUCES BOUNCE RATE

When you create a long piece of content, you are able to keep your visitors engaged for a longer time, as it provides them insightful information about a given topic without having to toggle back-and-forth on SERPs looking for similar resources and this helps reduce bounce rate. Thus, this is yet another valuable SEO benefits that you can attain by writing long form articles.

HOW CONTENT LENGTH AFFECTS CONVERSIONS

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3. LONG FORM CONTENT HAS THE ABILITY TO GO VIRAL

Longer content with 2000+ words gets more social shares than short form content. This is because people prefer sharing long form articles that are thought-provoking and informative as opposed to those that don't provide much value. Thus, the more comprehensive your content is - filled with videos, statistics, graphs, infographic and original data - the higher its chances of going viral.

4. LONG-FORM CONTENT HELPS ESTABLISH TRUST

Since long form content includes a lot of research and analysis, people are more likely to trust it, as aside from original data, it contains a lot of relevant information from varied high-authority sources. This helps increase trust amongst your audience. Plus, it helps you establish yourself as an expert in your niche industry.

CONCLUSION

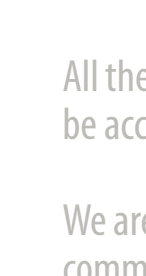
The difference between marketers who are doing extremely well in the online marketing space and those who are struggling is the amount of energy, time and money they are spending on creating a blog post for their website. Content length affects not only your SEO campaigns but it also affects your conversion as established via the above statistics. Also, the benefits one can obtain by writing long form articles are innumerable.

As such, moving forward, one needs to focus more on creating quality long form content as oppose to short form content whose value diminishes over time. Furthermore, when writing a long form content ensure that you pick the right content format in order to make an impact.

DISCLAIMER

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