

QUALITY v s QUANTITY

# HOW LONG SHOULD A BLOG POST BE

## YOAST 300-1,000

Yoast says that a minimum word count of 300 words is required to rank, but posts over 1,000 words have a higher chance of ranking well.

## BUFFER 1,600

Buffer identified the ideal blog post length in terms of minutes, translating to a 1600 word count.

## SERPIQ HIGHER WC

SerpIQ tackled the subject back in 2012, and higher word counts are associated with higher rankings.

## MOZ 1,125

While MOZ identifies 1,125 as a maximum word count, the findings are restricted to medical keywords

## CLICK SEED 1,000

Taking all of these recommendations to heart, it's safe to assume that a minimum blog post length should aim for 1,000 words for SEO purposes

## OTHER SEO BLOG POST FACTORS TO CONSIDER

### BACKLINKS & SHARES

If you go to the trouble of creating blog posts specifically for ranking purposes, consider a backlinking and social media share strategy.

- Drive high-value backlinks to the post?
- Get influencers to share the post?

### TARGET AUDIENCE

Consider buyer personas and the buyer's journey when identifying an ideal blog post length. Personas and journey mapping will help you understand buyer behavior, giving you insight into factors like:

- Device type for consuming content
- Topics that drive conversions
- Calls to action that are valuable to the reader

### DEVICE FORMATTING

Make sure blog posts are formatted for quick, easy reading, skimming if necessary, and readers can easily locate the CTA or action item.

### HTTPS

Google is pushing for "HTTPS Everywhere," and while search results don't yet deliver 100% HTTPS results, it's not difficult to migrate your site.

### PAGE SPEED

Don't go to the trouble of creating blog posts that are the right length for ranking without reviewing responsive design factors that might kill your page speed.