

048 - The Ideal SEO Article Length

Gert Mellak 0:00

Article length is an important topic, no questions there. The article definitely needs to make Google users happy, and the length of such an article is definitely a big part of it.

SEO Leverage Podcast Intro Music 0:16

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:26

Hello and welcome. This is Episode 48 of the SEO Leverage Podcast and today we are going to answer one of the most common questions we get on consulting calls when it comes to the topic of article optimization. How long should an article be in order to have a valid chance to rank high on Google? Before we jump into this topic, I want to mention that over at seoleverage.com/podcast you can find all our episodes, and also a written version of it. So if you'd rather prefer to read about a topic or just refresh this in the future, find the episode number. This one is Episode 48, over at [Seoleverage.com/ podcast](https://seoleverage.com/podcast). Article length is an important topic, no questions there. The article definitely needs to make Google users happy. And the length of such an article is definitely a big part of it. What we definitely want to see is that whatever makes a Google user happy varies depending on the search query. Every search query triggers a different set of algorithm layers over at Google. So there is no general answer to the question. It really depends on the specific search query, and what Google thinks is going to provide the best user experience. Think about a search query like the height of the Eiffel Tower, for example. You really don't need an 8000 words article in order to answer the search query. Probably a short summary would be enough. And Google is even going to extract the information in this case anyway, and show it directly in Google. So people don't even need to click through to get the answer. However, other queries really depend on what kind of intent lies behind it. If they are transactional queries for example, Google probably is looking to rank ecommerce sites anyway. And ecommerce sites then have either their collection pages or category pages, or maybe an article talking about this product, the product review page, etc. And there you really want to do your research. Put in the search query in Google you want to rank for. Check out the articles that you are going to compete against, or which you want to outrank, essentially, and check the average link. Sometimes you're going to find different lengths, so some articles with 1000 - 2000 words, some articles with 5000 and 6000 words. But sometimes, it's really, really clear. We rather go for an average in most cases, or at least compare our articles to those results we actually can compete against. It doesn't make too much sense to compete against a result coming up from amazon.com. Because Amazon's brand recognition is way different than ours, probably. So we really want to pick the results we can go against from the search results and check their articles length. Apart from a length here, we also want to mention the depth of an article. Very often, some search queries only are aiming at general overviews, introductions of a topic or definitions etc. While others really indicate that the

person searching wants in depth information, and definitely wants to know all the details and additional references. So our article needs to be in line with the search intent that probably lies behind the search query. And again, if we want to know what search intent probably lies behind it, perform the search query, see what Google thinks and what kind of Google results come up. And then make sure that your article is in line with those. There are a lot of ranking factors. We don't know all of them. Google sometimes talks about 200, sometimes about more. Definitely, length itself is not going to be a ranking factor, but the overall user experience is going to be. And very often if an article is too short, it's not the length that's actually the problem. But the problem is that the content, the information given in the article is not in line with what Google users expect. If you miss for example to mention a very important topic in the context of your article, but your competitors do talk about it, you might be missing out and not because of the length, but because of the overall content optimization. Your content definitely needs to be eligible for a page one ranking and in order to be eligible, you definitely need to cover what others are covering in their articles. So what is the best word count for SEO, is not a question we could answer on a simple podcast. Do your research, have your SEO consultant, your SEO agency help you with the research. We do this all the time for our clients and orientate them and say look, we're looking for an article that has this and that. Talking about such and such topics. It has this average length, etc, because you're competing pages do have this length, and then essentially set our clients up for success, by giving them essentially an outline, even a tool in order to write the content within this tool and get instant feedback on whether they are in line with what Google wants to rank or not. Search engines just as a reminder really only want to make their users happy like all the platforms, digital platforms out there today, because it's just so valuable that users come back and use this search engine or this platform again and again and again. So think about the search engine, think about what kind of information and what type of information, which kind of presentation of this info the search engine is looking for. And then you have a very good shot at getting already in line with the other top ranking websites. And then you can work on all the other factors coming into play there. If you think this information was valuable for you, head over to iTunes, or Spotify or wherever you listen to this and leave us a comment or a like, give us a thumbs up wherever you can. This is going to help to show it. If you have a topic or a question you really would like me to talk about on this podcast, send an email to support@Seoleverage.com with a hint we're going to add them to the topic list we have in place., and always most of the topics are based on consulting topics, anyway. Questions that come up all the time on consulting calls, and we know that this might be also something for you. My name is Gert Mellak, you're listening to Seoleverage.com