



# What's The Best Content Length For SEARCH ENGINE OPTIMIZATION?

## Basic Web Pages

Can be as short as 300 words if...

- It's describing a product or service
- A summary of your company's mission and values
- The page is an introduction to a more detailed page

Understand that...

- Depending on your industry, 300 words may be too short
- If you cannot reach 300 words, don't add word fluff
- Your content should always provide value to your visitors

## Blogs and Articles

The longer the better...

- Blogs and articles with higher word counts are ranking higher in search engines
- Google prefers a minimum of 500 words

Understand that...

- The content's length should be related to its purpose
- If you can say what you need to and make a compelling argument in less than 1,000 words, then there's no reason to go on and on



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