

Beauty

*Article Engagement and
Word Count Ranges in the Industry*

What can you learn from

*169,000+
articles?*



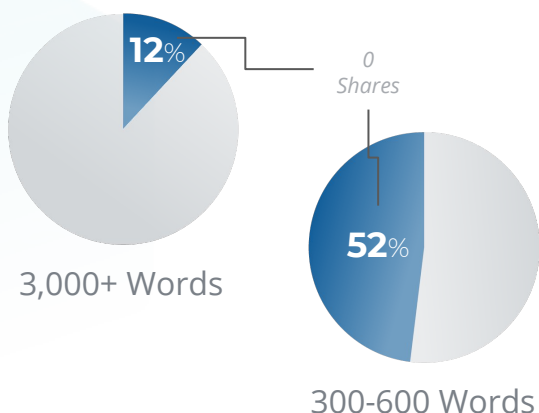
Bigger articles lead to bigger engagement...

In December 2019, our colleagues at SEMrush published a study on "[The Anatomy of Top Performing Articles](#)." And after they analyzed the engagement rates on 700,000+ articles, one set of their key takeaways centered on article length.

Without a doubt, longer articles perform better:



Articles with **3,000+ words** get **6.4x** more traffic, **4.5x** more social shares, and **5x** more backlinks than short articles (300-600 words).



Only **12%** of articles with 3,000+ words had 0 shares, while **52%** of short articles (300-600 words) had 0 shares.



And we've added bigger data to offer further insights...



169,000+
articles

To take the SEMrush study a step further, we pulled matching word-count ranges from our VoiceGraph index of more than **169,000+ articles** posted 2014-2019 in the **Beauty** industry.

Our proprietary **VoiceGraph** technology indexes more than **73,000 publishers daily** and uses machine learning to map articles to more than **200 business categories**. Our VoiceGraph index currently includes more than **106,000,000 articles** — and rising.

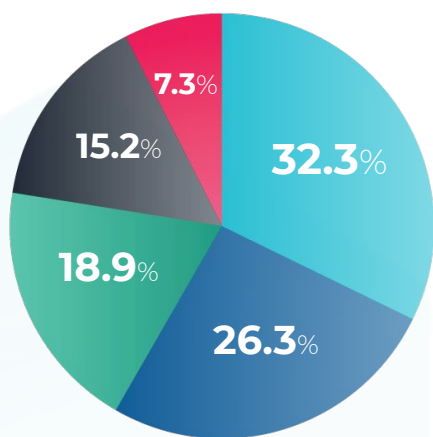
And here are some further questions we were able to answer for Beauty...



What is the distribution of articles in Beauty categories?

Our VoiceGraph index mapped 169,000+ Beauty articles from thousands of sites into five primary categories. The most popular category in the industry is Makeup.

Category Distribution of Beauty Articles



Top Beauty Categories

of Websites Indexed

Category	# of Websites Indexed
Skincare	3,917
Hair Care	3,424
Makeup	3,067
Beauty Services	2,729
Plastic Surgery	1,083

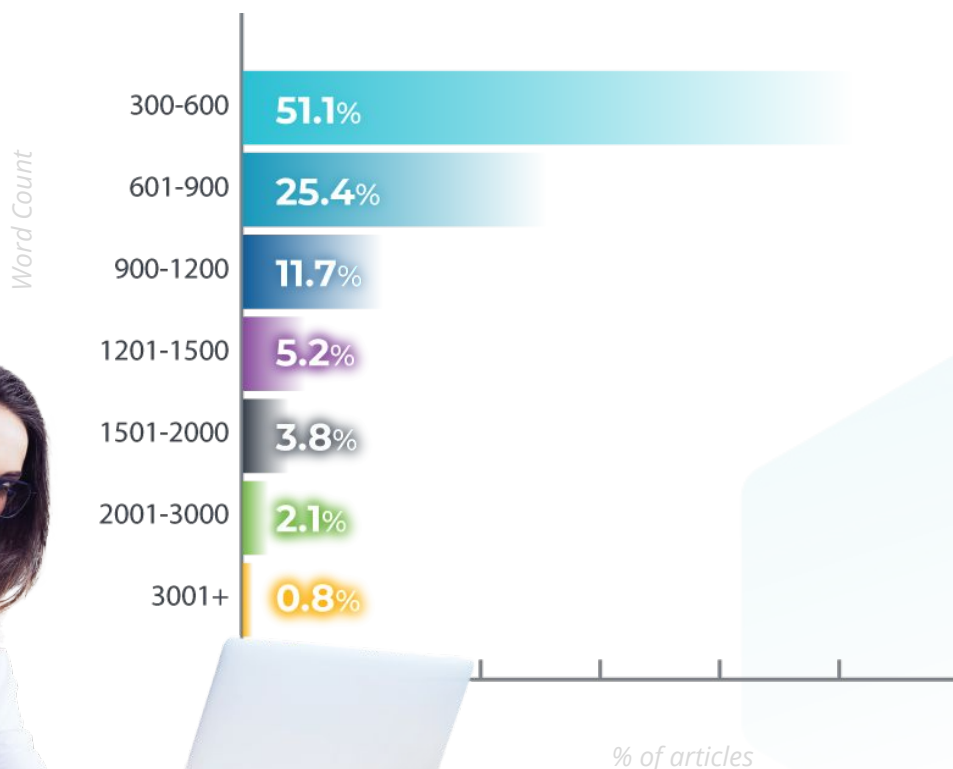


What are the typical article word counts in the Beauty industry?

When we looked at **26,000+ new Beauty articles** published in 2019, we found about half were 600 words or less in length. Overall, the small percentage of long-form articles shows that there is still ample room to beat competitors in the less-crowded long-form content space.

Length of New Articles in Beauty

Published in 2019



How does Beauty compare to other industries?

When we looked at word count data across other major industries in 2019, we found Beauty articles skewed longer than most industries on average, though still noticeably shorter than Health articles.

% of New Articles by Word Count in Major Industries

Published in 2019

	Health	Beauty	Finance	Retail	Entertainment
300-600	46.1	51.1	52.4	60.8	62
601-900	28.2	25.4	24.8	19.8	20.2
901-1200	12.9	11.7	11.6	9.5	8.2
1201-1500	5.5	5.2	4.5	4.1	3.8
1501-2000	3.8	3.8	3.4	3.1	2.9
2001-3000	2.2	2.1	2.1	1.9	1.9
3000+	1.3	0.8	1.2	0.7	1



How have Beauty article word counts changed?

After analyzing 169,000+ articles in Beauty, we found a continuing trend toward longer, especially medium-length, articles. Compared to other industries, Beauty has made a dramatic shift away from short-form articles (300-600 words) in the past five years.

And although there still is a tiny percentage of the longest articles (3000+ words), mid-length articles (901-2000 words) have nearly doubled.

% of New Articles by Word Count in Beauty

*Published 2014-2019**

	2014	2015	2016	2017	2018	2019
300-600	64.9	63.7	60.3	59.4	59.9	51.1
601-900	22.2	22.9	23.3	22.9	23.7	25.4
901-1200	7.2	7.3	8.7	9.1	8.6	11.7
1201-1500	2.7	2.8	3.5	3.8	3.4	5.2
1501-2000	1.6	1.9	2.3	2.9	2.5	3.8
2001-3000	0.8	0.9	1.2	1.5	1.5	2.1
3000+	0.5	0.5	0.6	0.5	0.5	0.8

**Percentages refer to the percentage of all new articles published in Beauty during each respective year. The percentages are not based on cumulative sums of total articles published over time.*



Key takeaways....

The long-form space is still growing.

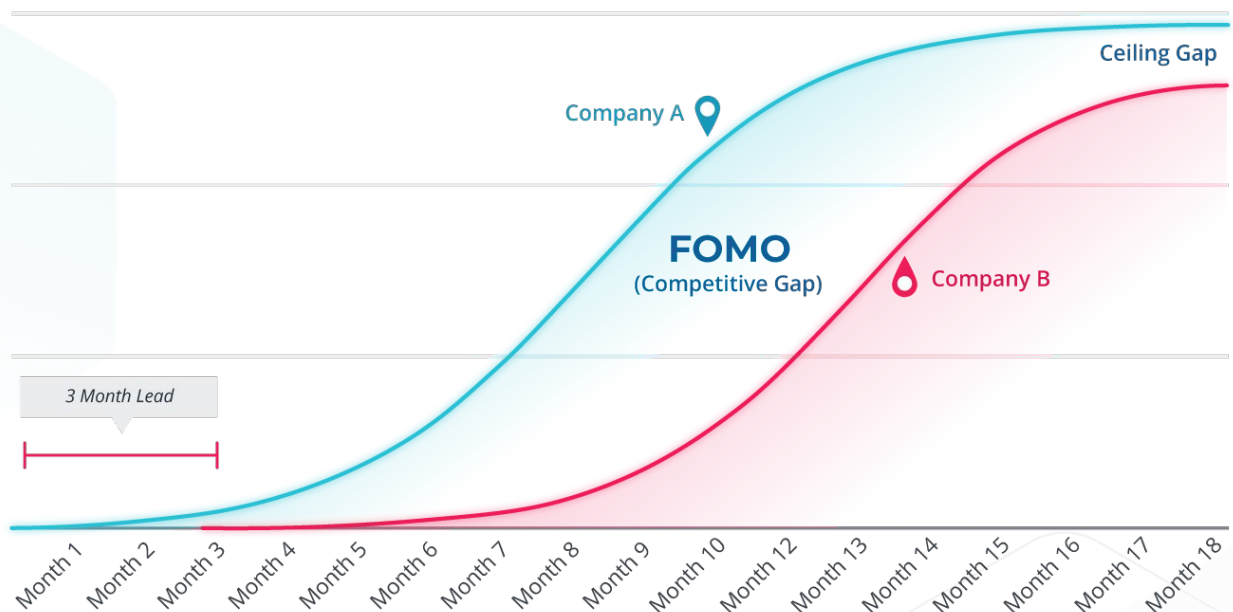
Although long-form articles still represent a small overall percentage of Beauty articles, there are definitely indications that your competitors might have caught on already, as there is a growing trend from shorter to longer, more authoritative content. Fortunately, the long-form space is still not saturated.

So mind the FOMO gap.

Without a doubt, longer-form content performs better. But don't miss out on organic traffic. The longer you wait to create content, the more traffic you might lose to your competitors. Even short lead times in publishing can lead to long-term traffic advantages, especially if you win the audience share first — and keep on top.

The FOMO Gap of Organic Traffic

Competitive Advantage of Publishing Sooner, Not Later



Start Creating With Us

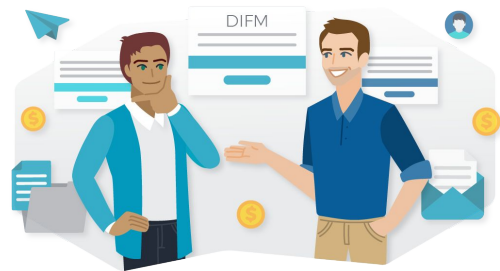
Ready to capitalize on long-form content? ClearVoice can assemble freelance teams in 200+ business categories and **fully manage your content creation** for you.

Visit clearvoice.com today!



1. Consultation

Contact us and we'll be happy to talk content, whether you need long-term initiatives, enterprise-level scale, specific content projects, or content strategy services.



2. Content Plan

Our team can tailor a content plan priced to you, based on your goals and resources, so you're not paying for what you don't need.



3. Customer Brief

After you finalize your plan, we'll connect you with your designated ClearVoice Success Manager, so they can learn about your branding, guidelines, current content and expectations.



4. Kickoff Session

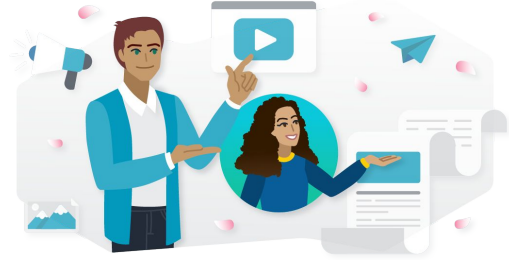
Your designated ClearVoice Success Manager will review your plan and goals with you, get to know your team, clarify branding or talent preferences, and explain timelines and process.





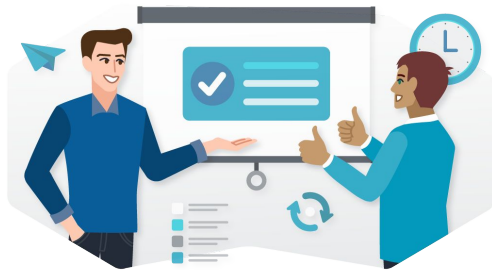
5. Strategy Session

After aligning your needs, your designated ClearVoice Success Manager will review content strategy, objectives, concepts, and talent samples to get you on the path to wonderful content.



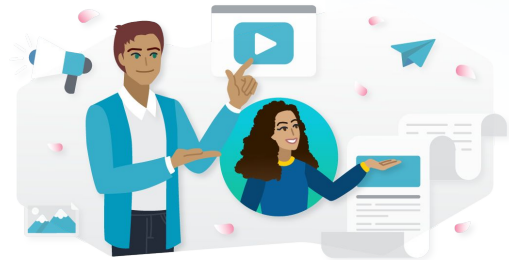
6. Wonderful Content

Our team will manage your content fulfillment and the entire production process, including freelancer recruitment, brand education, and management.



7. Approvals

Be as involved in the process as you want to be. We will provide content updates to keep you abreast of next steps, approvals we require from you, and deliverables.



8. Ongoing Success

Our team can provide ongoing strategy, analysis, KPI reporting and direction to keep your content on track.

