

Finance

*Article Engagement and
Word Count Ranges in the Industry*

*What can you learn from
2.2 million
articles?*

Bigger articles lead to bigger engagement...

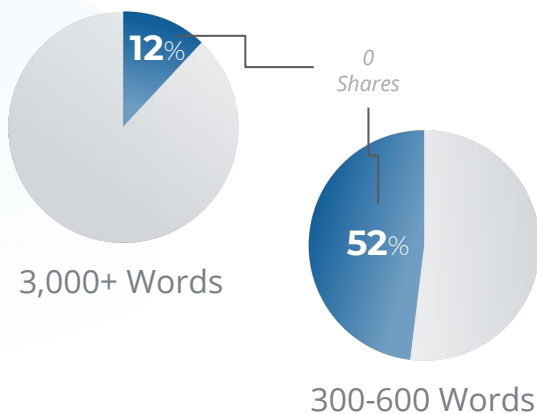
In December 2019, our colleagues at SEMrush published a study on "[The Anatomy of Top Performing Articles](#)." And after they analyzed the engagement rates on 700,000+ articles, one set of their key takeaways centered on article length.

Without a doubt, longer articles perform better:



Articles with **3,000+ words** get **3x** more traffic, **4x** more social shares, and **3.5x** more backlinks than articles of average length (901-1200 words).

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...



To take the SEMrush study a step further, we pulled matching word-count ranges from our VoiceGraph index of more than **2.2 million articles** posted 2014-2019 in the **Finance** 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.

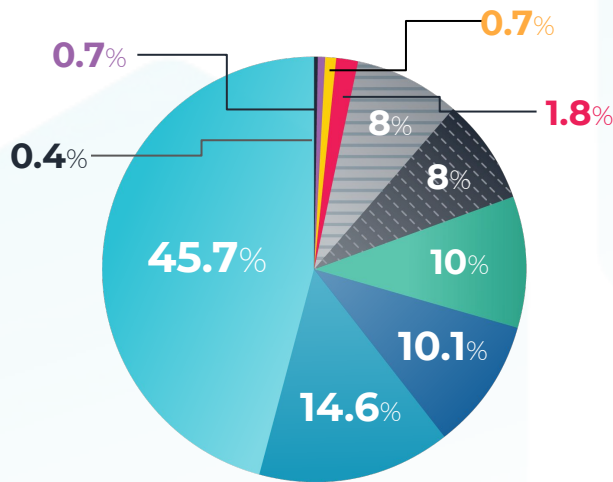
And here are some further questions we were able to answer for Finance...



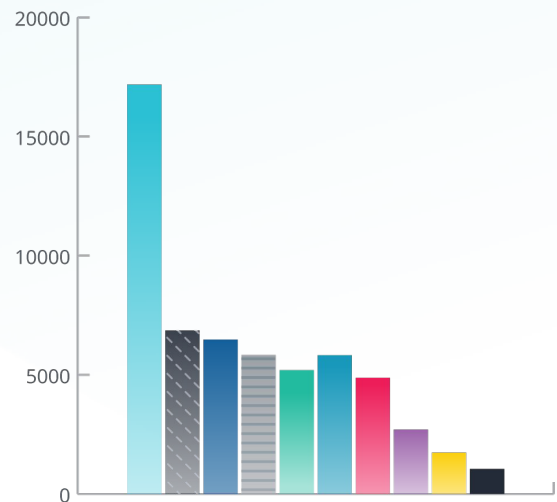
What is the distribution of articles in Finance categories?

Our VoiceGraph index mapped 2.2 million Finance articles from thousands of sites into 10 primary categories. Publishers posted articles most frequently in Personal Finance and in Banking.

Category Distribution of Finance Articles



Number of Publisher Sites Analyzed Per Category



- Personal Finance
- Banking
- Fundraising & Investing
- Blockchain & Cryptocurrency
- Residential Real Estate
- Business Finance
- Insurance
- Commercial Real Estate
- Mortgage
- Accounting

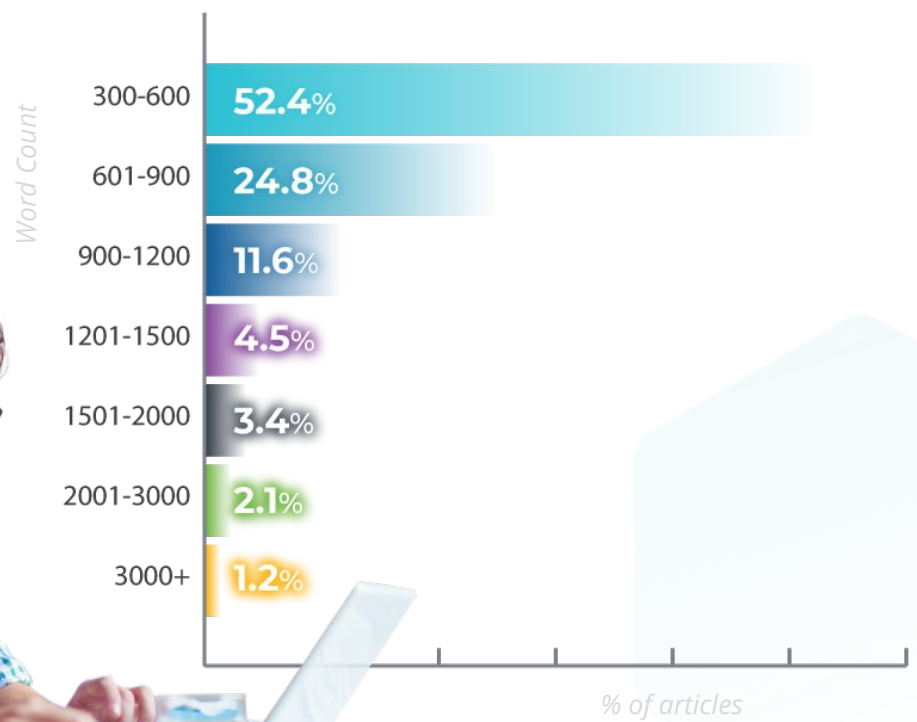


What are the typical article word counts in the Finance industry?

When we looked at **330,000+ new Finance articles published in 2019**, we found about half were still short and sweet. 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 Finance

Published in 2019



How does Finance compare to other industries?

When we looked at word count data across other major industries in 2019, we found Finance to be close to the average for major industries in each word count range. Software & Tech articles skewed relatively longer overall, while Entertainment articles skewed shorter.

% of New Articles by Word Count in Major Industries

Published in 2019

	Software & Tech	Health	Finance	Retail	Entertainment
300-600	55.6	46.1	52.4	60.8	62
601-900	20.3	28.2	24.8	19.8	20.2
901-1200	10.7	12.9	11.6	9.5	8.2
1201-1500	5.3	5.5	4.5	4.1	3.8
1501-2000	4.0	3.8	3.4	3.1	2.9
2001-3000	2.8	2.2	2.1	1.9	1.9
3000+	1.4	1.3	1.2	0.7	1



How have Finance article word counts changed?

After analyzing 2.2 million articles in Finance, we found a continuing trend toward longer articles. The percentage of long-form articles (those over 1,500 words) nearly doubled in the past six years.

% of New Articles by Word Count in Finance

*Published 2014-2019**

	2014	2015	2016	2017	2018	2019
300-600	63.2	62.5	61.2	57.9	56.8	52.4
601-900	22.6	23.2	24	24.9	24.4	24.8
901-1200	7.9	8.1	8.5	9.6	9.6	11.6
1201-1500	2.8	2.9	3.0	3.4	4	4.5
1501-2000	1.7	1.7	1.8	2.3	2.7	3.4
2001-3000	1.1	1	1	1.3	1.7	2.1
3000+	0.6	0.5	0.6	0.7	0.8	1.2

**Percentages refer to the percentage of all new articles published in Finance 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.

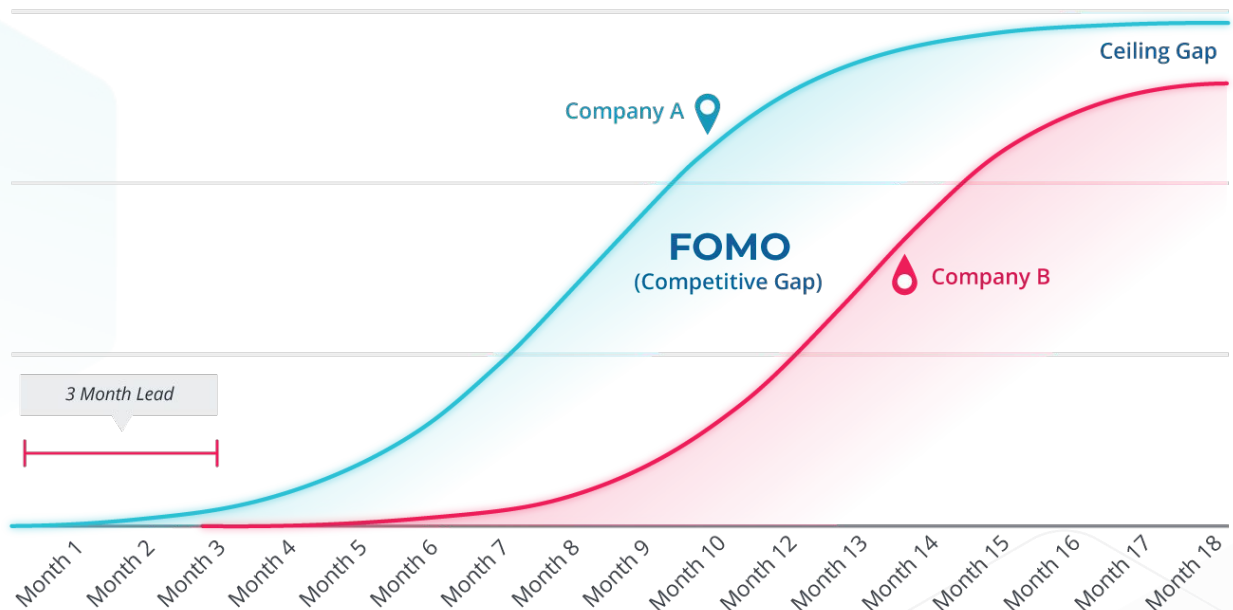
Although long-form articles still represent a small overall percentage of Finance articles, there are definitely indications that your competitors might have caught on already, as there is a growing trend from shorter to longer, more authoritative content. Fortunately, the long-form space is still not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

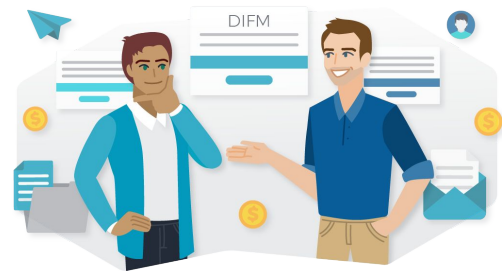
Ready to capitalize on long-form content? ClearVoice can assemble freelance teams in 200+ business categories and **fully manage your content creation** for you.

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

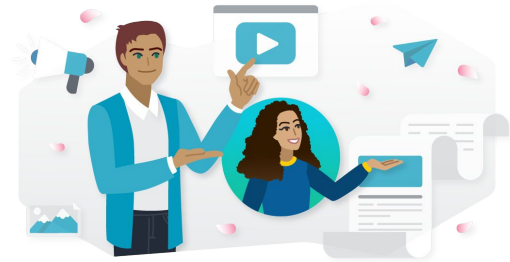
Your designated ClearVoice Success Manager will review your plan and goals with you, get to know your team, clarify branding or talent preferences, and explain timelines and process.





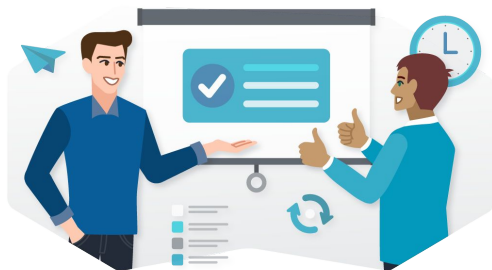
5. Strategy Session

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.



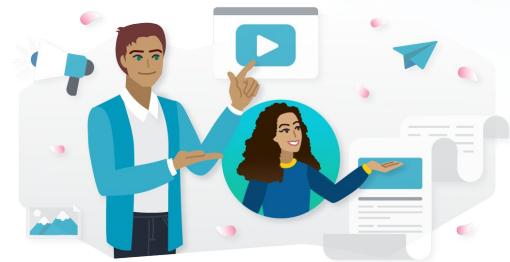
6. Wonderful Content

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.

