



# Health

*Article Engagement and  
Word Count Ranges in the Industry*

*What can you learn from  
2 million  
articles?*

# Bigger articles lead to bigger engagement...

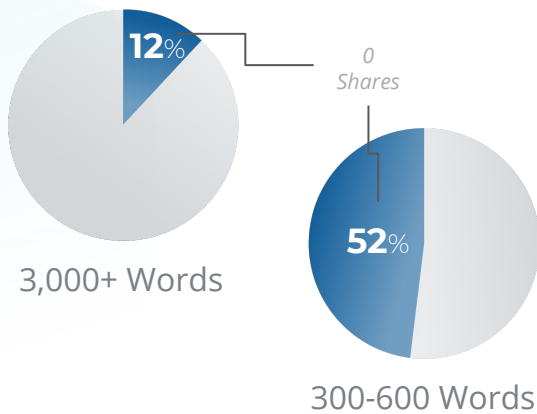
In December 2019, our colleagues at SEMrush published a study on "[The Anatomy of Top Performing Articles](#)." And after they analyzed the engagement rates on 700,000+ articles, one set of their key takeaways centered on article length.

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 million articles** posted 2014-2019 in the **Health** 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.

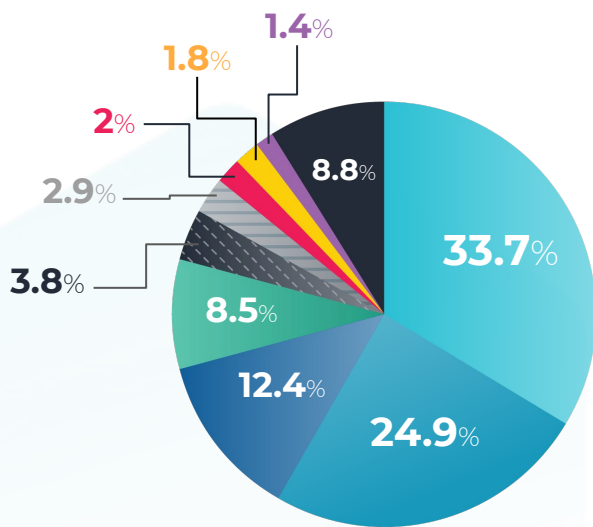
And here are some further questions we were able to answer for Health...



# What is the distribution of articles in Health categories?

Our VoiceGraph index mapped 2 million Health articles from tens of thousands of sites into 21 categories. We've shown the top categories below. General Health, Environmental, and Mental Health categories published articles most often.

## Category Distribution of Health Articles



## Top 10 Health Categories

*# of Websites Indexed*

Category	# of Websites Indexed
General Health	16012
Mental Health	15420
Environmental	9684
Science	5878
Nutrition	5476
Research	4630
Alternative Medicine	3575
Women's Health	3464
Medical Professions	3373
Substance Abuse	2853

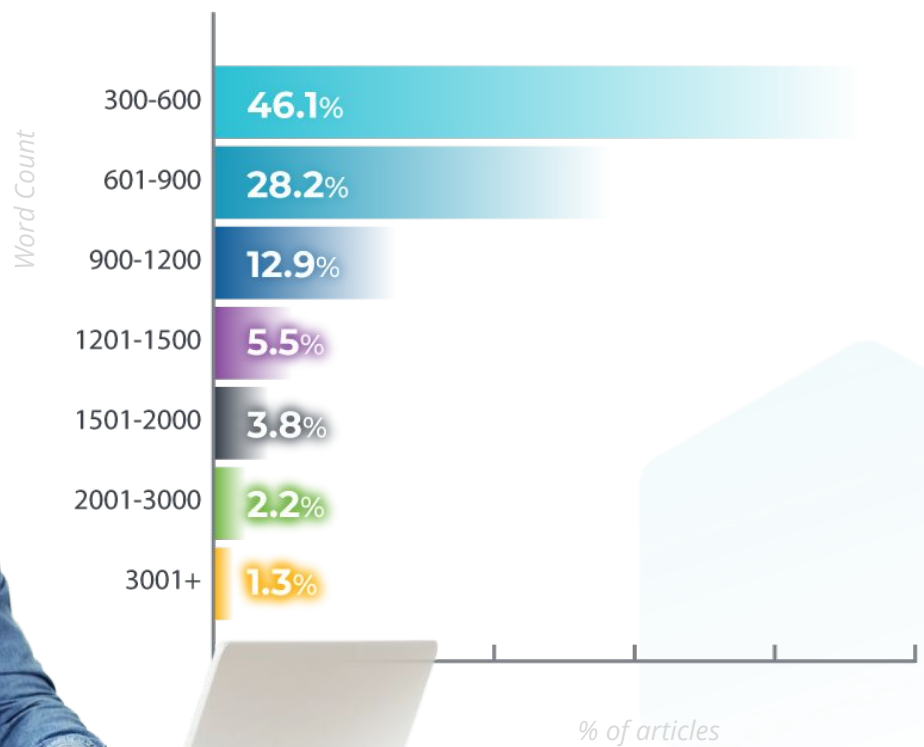


# What are the typical article word counts in the Health industry?

When we looked at **270,000 new Health articles published in 2019**, we found just under half were still short and sweet (those 300-600 words). 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 Health

*Published in 2019*



# How does Health compare to other industries?

When we looked at word count data across other major industries in 2019, we found that Health had the lowest percentage of shortest articles (300-600 words) and the highest percentage of medium length articles (601-1200 words). Software & Technology had the highest percentage of long-form articles (those over 1500 words) by a smidge, while Entertainment had the highest percentage of shortest articles (300-600 words).

## % 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 Health article word counts changed?

After analyzing 2 million articles in Health, we found a continuing trend toward longer articles. The percentage of all long-form articles (those over 1500 words) had the highest rate of growth, while the shortest articles (those 300-600 words) had the most significant decline. And the shift has been most pronounced in the past two years.

## % of New Articles by Word Count in Health

*Published 2014-2019\**

	2014	2015	2016	2017	2018	2019
300-600	55.5	53.8	52.7	54.7	49.7	46.1
601-900	26.6	28.3	28.1	26.1	27.9	28.2
901-1200	10	10	10.8	10.4	11.8	12.9
1201-1500	3.7	3.7	4	4	4.7	5.5
1501-2000	2.3	2.2	2.3	2.5	3.2	3.8
2001-3000	1.2	1.2	1.3	1.5	1.8	2.2
3000+	0.7	0.7	0.8	0.9	1	1.3

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

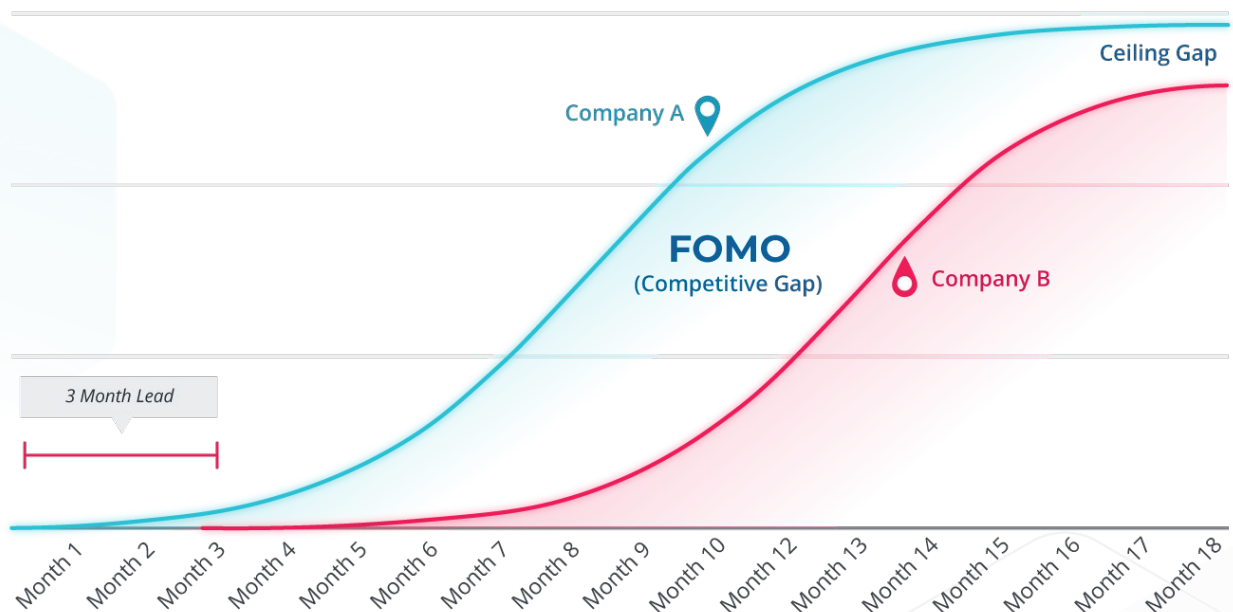
Although long-form articles still represent a small overall percentage of Health articles, there are definitely indications that your competitors might have caught on already, as there is a growing trend from shorter to longer, more authoritative content. Fortunately, the long-form space is still not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

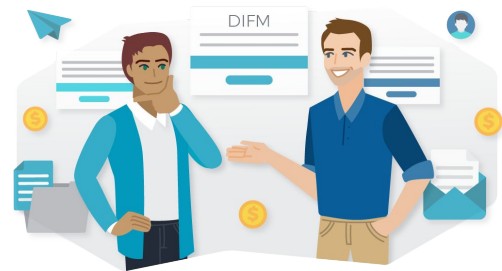
Ready to capitalize on long-form content? ClearVoice can assemble freelance teams in 200+ business categories and **fully manage your content creation** for you.

Visit [clearvoice.com](https://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

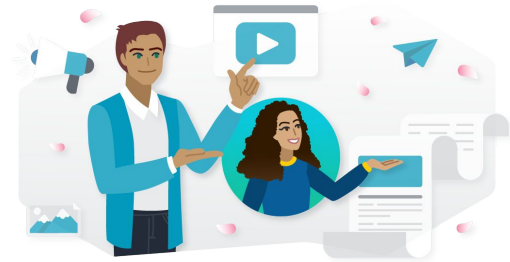
Your designated ClearVoice Success Manager will review your plan and goals with you, get to know your team, clarify branding or talent preferences, and explain timelines and process.





## 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.



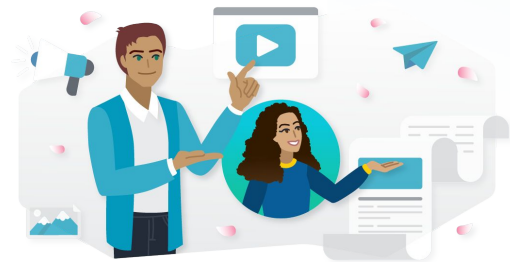
## 6. Wonderful Content

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.

